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**GREAT CROPS
of STRAWBERRIES
AND HOW TO GROW THEM**

**R.M. KELLOGG CO.
THREE RIVERS, MICH.
1913**

Our Guaranty

WE GUARANTEE that all plants shipped to our customers are grown upon our own farms and under our methods of selection and restriction; that they are pure-bred and true to name, and that a full count will in all cases be given. That the plants are freshly dug and carefully put up in damp packing material, and securely crated or wrapped. (We never place any plants in cold storage. But they remain in the ground where grown until we dig them to fill our customers' orders.) We also guarantee that every package is examined by a competent inspector, and that both plants and package must be in perfect condition before allowing them to leave our hands.



Our plants are thoroughly and scientifically sprayed throughout the entire growing season, and we guarantee them to be absolutely free from all diseases and insects. Read the Michigan State Inspector's certificate, issued after a thorough inspection of our fields.

Certificate of Nursery Inspection No. 1114

This is to certify that I have examined the nursery stock of R. M. KELLOGG CO., Three Rivers, Mich., and find it apparently free from dangerous insects and dangerously contagious plant diseases.

L. R. TAFT,
State Inspector of Nurseries and Orchards.

In short, we guarantee that every detail of the work of producing and shipping plants, so long as they remain under our control and observation is perfectly carried out. We are exceedingly anxious that every customer shall realize his highest expectations in the direction of success with our plants, and we do everything in our power to assist him to attain this desired result. But we cannot

not and do not hold ourselves responsible for plants after our control ceases, and of course, it is understood that when our plants are turned over to the transportation company we have no further control over them. Should they fail to arrive in good condition it will be due to improper handling or careless treatment while in transit. No complaint will be considered that is not made within five days after receipt of plants. However, we have been growing and shipping strawberry plants for twenty-eight years, and in few instances have plants failed to reach the purchaser in ideal condition; and our plants have gone to all parts of the United States, the Dominion of Canada and to many of the countries of Europe.

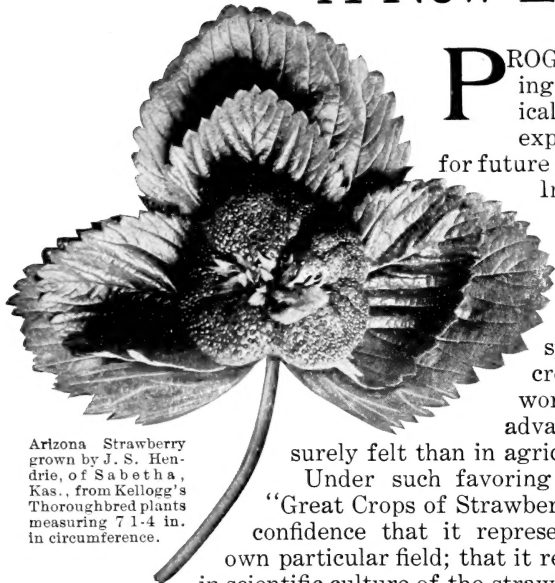
With our careful methods of labeling plants it would seem quite impossible that a mistake should occur in the matter of varieties, but we guarantee plants to be true to label with the express understanding that, if a mistake occurs, we are to be held responsible for no damages beyond the amount received for plants.

The fact that we receive orders from the same customers year after year is the best evidence of our success in the work of delivering high-grade plants in perfect condition—a fact further emphasized by the increase, year by year, in the acreage devoted to the production of our Thoroughbred Pedigree strawberry plants.

Substitution

THIS year we have a very large stock of plants which reach the high-water mark of Kellogg quality, and we confidently expect to be able to supply the wants of all our customers. However, certain varieties always sell far in excess of other varieties, and this contingency must be reckoned with. When it comes time to ship your order, is it your wish, should we be sold out of any varieties that you have selected, that we substitute some other varieties of equal merit in their place? In making out your order be very explicit on this point. Please note that at the bottom of the order-form page of the order sheet for 1913 is a blank space with dotted lines for your answer to this question. If satisfactory for us to substitute, write "Yes" on the dotted line. If not satisfactory, write "No." In the latter case we shall return your money for any varieties we are unable to supply. In case you write neither "Yes" or "No" on dotted line, we shall understand it is your desire that we shall use our judgment in the matter. Rest assured that we shall substitute only when it is necessary to do so, even though you give us the privilege to substitute. We make this matter so clear to avoid delays at shipping time and any misunderstandings. If you have second choice as to varieties, please indicate what they are; this will aid us very much and will give you double assurance of getting desired varieties.

A New Era in Horticulture



Arizona Strawberry
grown by J. S. Hendrie,
of Sabetha, Kas., from Kellogg's
Thoroughbred plants
measuring 7 1/4 in.
in circumference.

PROGRESSIVISM is in the air. It is the dominating spirit of our time. If we consider the political field, we find progressivism to be the concrete expression of a people's hope and of their resolve for future development along all lines of upward growth.

In the educational world the onward march is swift and strong and steady. The school and college and university are under its magic spell and are working for better and higher intellectual and moral development. The social world feels its beneficent impulse and the spirit of brotherhood and kindly fellowship increases with the passing days. It is the watchword of business and the keynote of industrial advance, and nowhere else is its influence more

surely felt than in agriculture and horticulture.

Under such favoring conditions we present our 1913 edition of "Great Crops of Strawberries and How to Grow Them" with complete confidence that it represents the high-water mark of progress in our own particular field; that it represents in its advice to growers the last word in scientific culture of the strawberry; that the study and work performed up-

on our own farms during the last year, the results of which are embodied in the plants we grow and in our newly devised methods of shipping them, represent a new era in the strawberry world that makes for greater success, not only so far as we directly are concerned, but an order of success which, in the nature of the case, must extend to every customer who grows our plants under the methods we advocate.

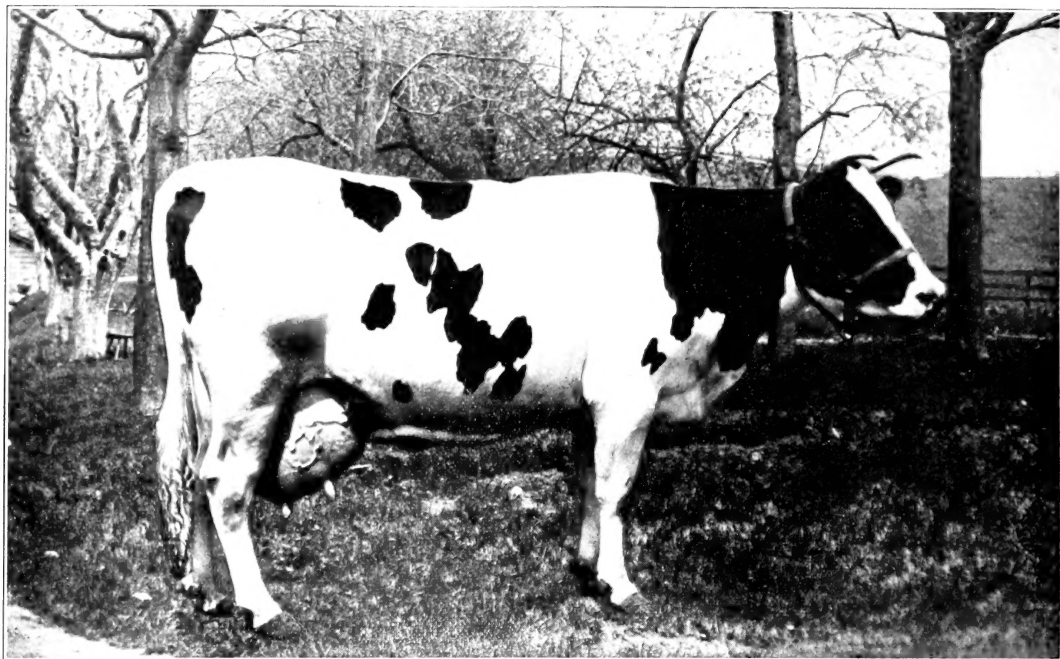
**A New Era in
the Strawberry World**

Service is the dominating thought and purpose of this company, and it impresses itself deeply upon every phase of our business. To grow the best plants; to study how to so handle them that increasing success shall attend the efforts of our customers; to consider not only the sales of the present, but to build up a permanent and ever-expanding trade upon a broad and firm foundation such as can exist only where patrons are perfectly satisfied—these are the progressive ideals toward which we constantly move and earnestly strive to attain. And when there come to us unsolicited, thousands of letters of the character of those from which we quote in this book (only a few of them can be found place for in its pages) we feel that our efforts have not been in vain, but are recognized and appreciated. And when to these generous expressions of satisfaction, pleasure and gratitude, are added increased orders for plants with each succeeding season during many years of time, we know that our high claims for their superior quality are fully confirmed in the actual experience of all purchasers who intelligently follow our instructions and advice.

Kellogg's Thoroughbred Strawberry Plants are the outgrowth of one man's faith in the integrity of Nature's laws and the universality of their operation. He was confident that

Wonderful Results Achieved by Breeding and Selection

the same fundamental laws of breeding and selection were intended to apply to all forms of life, and that the results of such application in all cases would be similar. That the wonderful changes brought about by breeding and selection when applied to cows, as in the case of Daisy Grace De Kol, would always be secured, in varying degrees, of course, but always with large advantage. So with the magnificent Percheron horse, the mammoth swine, the 250-egg-per-annum hens of the present day—all the result of careful and scientific selection and breeding-up from scrubs! So with the corn that yields from 125 bushels to the acre and more; so with the wheat that matures to perfection and yields tremendously large crops within the shadow of the arctic circle; so with the strawberry plants that produce many thousands of quarts of berries and more cash to the acre than ever were dreamed possible until by breeding and selection we developed the Kellogg strain of plants. One British Co-



DAISY GRACE DE KOL, THE WORLD'S CHAMPION JUNIOR FOUR-YEAR-OLD COW

THIS wonderful animal not only is one of the most symmetrically developed and beautiful cows in America, but has the distinction of being the world's champion four-year-old milker. In 365 days she gave 21718.3 pounds of milk, containing 962.795 pounds of butter fat which made 1203.493 pounds of butter. The percentage of butter fat was 4.43. Only four full-aged cows ever have produced as much butter fat in one year as has this extraordinary junior. Daisy belongs to the Holstein-Friesian herd of Dimoc Bros., East Claridon, Ohio, owners of Maplecrest Farm, who are among the leading specialists in this great strain of milch cows. The unusual record made by Daisy is not surprising when her ancestry, together with the careful breeding, selection and care always exercised by these specialists, are considered. The same intelligent thought given to plant-life results in the same order of success in the horticultural world. It is this order of breeding, selection and cultivation that has given to Kellogg's Thoroughbreds the distinction they possess and makes them, by common consent, the world's champion strawberry plants.

lumbiagrower reports 54,000 quarts of berries from four acres of our Thoroughbreds, and as will be seen in another place in this book, one Colorado grower netted from one acre of our plants in 1912 \$1,200.00. Thousands of others send us similar reports of success.

One of the fixed laws of Nature is that everything reproduces after its kind—"whatsoever ye sow that shall ye also reap." Concretely expressed as to strawberry plants, it means that a strawberry runner plant inherits the characteristics of the parent plant. In other words, the fruit-producing organism of the mother plant determines the fruiting power of the runner plants. Neither cultivation or fertilization, nor both combined, can enlarge upon that which Nature has already fixed in the plant. They do, however, encourage the plant to develop to the full its inherent powers, and are essential to success in producing results.

Every close-observing strawberry grower knows that there is as much difference between plants of the same variety as there is between animals of the same breed. One plant will yield more fruit of higher quality

than another of the same kind and when set in the same soil and given the same cultural care; and some plants of the most prolific varieties will be quite barren. This fact alone shows the absolute necessity of careful selection of mother plants in the nursery if plants sold to the public are to be prolific of good fruit.

Careful Selection
Necessary

Let us repeat, in order that it may be clearly understood, that some plants will build up a larger number of perfectly-developed crowns than other plants of the same variety, and by selecting runner plants which come from these mother plants we get plants which have inherited a heavy fruit-producing organism, and by rejecting the runner plants which come from deteriorated mother plants, we eliminate the barren or drone plants.

Plants of any variety which develop a heavy fruit-producing organism are in the minority, and unless we do select from the best, the variety soon deteriorates. For when plants are propagated under the old method of using plants without discrimination we get only a small percentage of



A KELLOGG THOROUGHbred PEDIGREE MOTHER PLANT IN FULL FRUIT

THIS photo-engraving is shown to illustrate accurately the great productive powers of the Kellogg strain of plants. Note that while some of the berries are ripe, others are just beginning to turn red; still others are only half grown; a large number of berries are just beginning to form, and there are still some buds to open. As in the case of the mother cow on the opposite page, this mother plant is the result of continuous selection from a long line of heavy-fruited ancestors. Like begets like in plants as in animals, and properly selected plants, given intelligent cultural care, will give to the grower an increase in yield of fruit of high quality that will compare with the increase of butter-fat from a highly bred cow like Daisy Grace De Ko.

runner plants which have inherited a heavy fruiting tendency. Some of these plants will have come from weakened mother plants and the remainder from mother plants which are almost barren, the result of which will

Why Strawberry Plants Run Out

be a field of plants lacking in uniformity of fruitfulness. The small percentage of fruitful plants never can make up, either in quantity or quality of fruit, for the large percentage of the plants which have become deteriorated. By following this mistaken practice for several years the number of barren plants increases until the variety becomes so badly deteriorated that it can no longer be grown with profit. This explains why some varieties are so productive and profitable when first originated and why they eventually "run out."

With our methods of selecting only from the most fruitful mother plants, each variety improves with the years, exactly reversing the results obtained by growers who ignore the most simple laws of nature, and propa-

gate their plants without any discrimination. The fruiting power of a strawberry plant may be determined almost to a certainty by the number of crowns it develops, because the number of crowns determines the number of fruit-stalks and the fruit-stalks determine the number of berries. You will understand, therefore, why it is that we select our parent plants for propagating purposes from among those having the largest number of crowns.

Our methods of selection, restriction and propagation result in improving each individual variety from generation to generation, and give to Kellogg plants a fixed quality of high excellence.

Remember, that your success does not depend so much upon the number of acres you set to strawberry plants as it does upon the number of quarts of fancy berries you gather from a given area.

Remember, also, that the cost of fertilizing, plowing and preparing an acre of ground and setting it to plants and caring for them



A FIELD OF PEDIGREE CORN ON THE KELLOGG FARM

COMPARE this field of *Pedigree* corn with the field of *common* corn on the opposite page. Both fields were planted on the same day and were photographed on the same day. The soil of these two fields is identical; they are separated only by a wire fence. We paid \$5.00 per bushel for the *Pedigree* seed used in planting this field—cost 1.00 per acre for seed 60 cents. The corn at the time the photograph was made—August 5—stood nine feet high. The entire 25 acres was a perfect stand and was even in growth. The field averaged two large ears to every stalk. As this book goes to press the field gives promise of an average of 100 bushels of perfectly developed ears to the acre. Judging from the corn grown in this section of the state we have more than doubled the yield of the average field of the common corn. We are not in the business of selling seed corn. These photographs and comparisons are used to illustrate the importance of using *Pedigree* seed and plants in order to insure the greatest percentage of profit per acre. Our years of experience in agriculture have taught us that it is not a question of how much may be saved by using cheap seeds and plants, but rather how much may be produced per acre by using seeds and plants of the highest productive power. No man who grows crops can afford to do other than make his acres yield their best.

until fruiting time is just the same whether you get 2,000 or 8,000 quarts from that acre.

Kellogg *Pedigree* plants have only to give you an increase in yield over other plants of 300 quarts of berries per acre to make the plants cost you nothing.

**Our Plants Really
Cost You Nothing**

Many growers report to us that our plants have increased their yield by more than 2,000 quarts per acre, and it is not an uncommon thing for us to receive letters from customers who report an increase of from 2,500 to 3,000 quarts per acre. Figure this out for yourself. The cost of enough Kellogg plants of the choicest varieties for one acre is only about \$30.00. An increase of 300 quarts per acre at 10c per quart will pay back to you the full cost of the plants. All additional in-

crease over the 300 quarts is just that much more clear profit in favor of the Kellogg plants.

Only those who have used the Kellogg plants or have seen them in full fruit under favorable conditions can realize the great difference that exists in the fruiting power of plants.

It is this difference that makes the Kellogg plants the most profitable of all plants.

It is this difference that makes the growers who use the Kellogg plants the first fiddlers in their localities.

It is this difference that has made the Kellogg strain of plants so popular that it is almost impossible for us to produce them in sufficient quantities to supply the demand.

And it is the difference in the quality of



A FIELD OF COMMON CORN ON AN ADJOINING FARM

THE photographer's camera may always be relied upon to picture things as they are. A glance at this field is all that is necessary to reveal the difference between Pedigree seed and common seed. Note the undeveloped stalks here as compared with those on the opposite page. Note also the uneven growth of the stalks, which is a sure mark of the varying vitality of the seed. This field indicated a yield, when the photograph was made, of about twenty-five to thirty bushels of nubbins per acre. The seed cost \$1.00 per bushel, or 12 cents per acre. The saving on seed for this field over the cost of Pedigree seed was 48 cents per acre. The cost of plowing and preparing the land, planting the seed and cultivation was the same as in the case of the Pedigree corn. Figuring the corn at 50 cents per bushel out of the field, the Pedigree yielded \$50.00 per acre, while the common corn yielded only \$15.00 per acre, assuming that the selling price for the Pedigree corn and the common corn was the same. On this basis we have a difference of \$35.00 an acre in favor of Pedigree corn, with only a difference in the cost of seed of 48 cents per acre. But we should not so calculate the selling price of perfectly developed ears, because our neighboring corn-growers were glad to buy our corn at \$2.50 per bushel for seed. Which is the better investment—to save 48 cents per acre in the cost of seed, or to make such a gain as we have done in this instance? Every successful farmer knows that our way wins success.

fruit produced by our plants that makes every customer of those who use Kellogg plants a permanent customer, glad to pay high prices for fruit so delicious and altogether satisfactory.

We are increasing our acreage as rapidly as our methods will permit. This year with our Michigan, Idaho and Oregon farms we have the largest acreage of plants in the history of our company (which is a larger acreage than is grown by any other two concerns) and we feel confident that we shall be able to fill all the orders that come to us from both old and new customers.

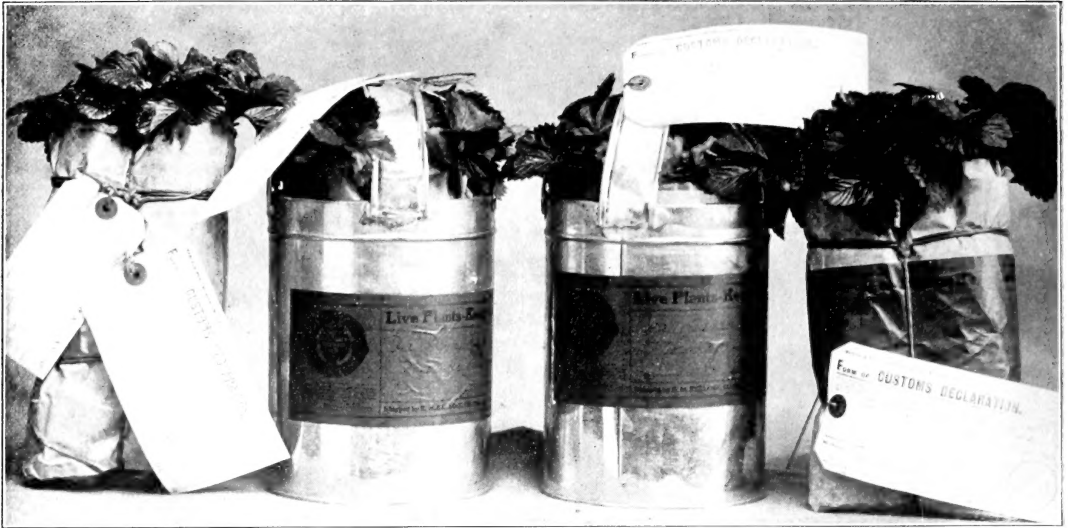
To those who never have tested our plants let us say that a trial order will convince you more forcibly of their wonderful fruiting qualities than anything we might say. The best evidence you can get is to try the plants out on your own ground. This will give them an opportunity to prove their real worth. If you will do so you will not only

become an every-year customer, but a Kellogg booster.

Building Kellogg Plants

OUR method of selecting plants from mother plants of the most perfect type and restricting them so that they shall not become weakened by pollen secretion and seed production, is not the only thing that has made the Kellogg strain of plants famous the world over. A perfectly developed strawberry plant may be obtained only by growing it in a soil well supplied with a balanced plant-food and with sufficient moisture to bring the plant into full maturity. As a chain is only as strong as its weakest link, so is a strawberry plant fruitful only to the degree that its weakest part makes possible.

We wish to make this point clear, therefore please note the illustration of the cow on Page 2. This cow has been selected from a long line of ancestry dating back for many



PACKAGES OF PLANTS FOR LONG-DISTANCE MAIL SHIPMENTS

IN the season of 1912 we shipped a large number of plants to Japan. A portion of them were shipped in our regular long-distance mail packages, as illustrated by the two outside packages. The rest were shipped in tin canisters, each having a handle that also served as a protector to the foliage. Both packages are ideal and illustrate the perfect methods we employ.

years. We are personally acquainted with the owner of this cow, and know that he gave as much attention and thought to the feeding and care of this animal from the time she was brought into the world as he did to the breeding, which has made this the most wonderful four-year-old cow ever produced. Had the owner neglected the part of proper feeding and proper care at any point from the time this cow was a calf to the present day, she never would have won the high distinction she now enjoys. Or he might have fed her upon nitrogenous food alone, which naturally would have made her a larger cow, but she would not be the world's junior champion milker and butter-fat maker.

In producing Kellogg plants we begin the preparation of the soil one year in advance of their setting so that the soil shall be of virgin mellowness and richness with plant-foods of different kinds so incorporated into the soil as to be available in the proper proportions and just at the time those particular elements are required to build into the plants the sturdiness and productiveness desired.

In the spring the soil is plowed deeply and is put into as fine and mellow condition as it is possible to have it. At this point we apply at the rate of two tons of lime-stone dust per acre to neutralize any acidity in the soil. This soil is harrowed and re-harrowed for several weeks so that any weed seeds may be destroyed before sowing the leguminous seed.

When conditions are right we sow at the rate of 50 pounds of vetch seed per acre. This is allowed to grow until late in the fall, at which time we apply from one-half to one ton of raw phosphate rock per acre. This, together with the vetch, is turned under during the early freezing weather of the fall. After the plowing is done we drill into the soil a ton of pulverized sheep manure to each acre. Sheep manure is quite slow to become available and by thus incorporating it in the surface of the soil the air comes into contact with it and this, together with the moisture furnished by the winter rains and melting snows, cause it to dissolve slowly and become absorbed by the soil grains and is thus held in readiness for the use of the plants at the time when they most need it—in the spring, just as the young feeding roots of the strawberry plants begin to permeate the soil.

Importance of Proper Soil Conditions

Early in the spring we apply at the rate of 200 pounds of sulphate of potash per acre. This fertilizer is drilled into the soil about three weeks before any plants are set, and just as soon as the soil is in readiness for mixing we go over it with a double disc, throwing the soil in all directions, which thoroughly incorporates the manure, potash and vegetable matter with the soil. At this time we again harrow and re-harrow until we have a mellow seed bed to the full depth of the plowing. With this thorough preparation we

Potassium in Strawberry soil



REMOVING THE MULCHING BEFORE DIGGING

IN the fall at the beginning of light freezing we mulch our entire field of strawberry plants. This is to protect the plants against sudden changes which are caused by alternate freezing and thawing. This aids our plants to retain their full vigor throughout the winter and leaves them in perfect condition in the spring when we dig and ship them. The photo-engraving shows how this mulching is removed and raked into piles before starting to dig the plants. This mulching is hauled off and stacked up as may be seen in the background. The large building seen in the upper right-hand corner of this picture is the hotel used to accommodate the large force of men who dig the plants. Note the fine condition in which the plants appear after the severest winter the state of Michigan ever experienced, 1911-1912. The cross-stake in the center gives the name of the variety in this block. The cross-stake, together with the four corner stakes of each variety, prevents any mixing of the plants.

have a soil which is very spongy, and by rolling it firmly the soil grains are pressed closely together so as to admit only the amount of air required for the use of bacterial germs. A large quantity of humus naturally increases the number of bacteria and makes them more active in the performance of their work, which is so essential to plant growth.

And vetch we consider the greatest humus-maker and nitrogen gatherer of all the legumes. The humus furnished by the vetch also assists greatly in retaining the moisture which is stored up in the soil by winter rains and melting snows, and when this moisture works up by capillary attraction, it brings with it the potassium, phosphorus, nitrogen and other plant-food elements which Nature has stored in the lower sub-soil. The phosphate rock, which has been

Nitrogen and
Humus Essential

turned under with the vetch gradually disintegrates and becomes available in the proportions to best supply the plants with that most important plant builder. The sulphate of potash furnishes the potassium which must be present in the soil in order to build up strong and vigorous plants. Nitrogen is the builder of the vegetative parts of the plant. It deepens the color of the foliage, which gives the plant increased activity and health.

Potash is essential to the formation and transference of starch in plants. No other element can take the place of potash in performing this work. Potash is important also on account of its influence upon the development of the woody parts of stems and in building into the plant the fibrous matter so essential where plants are to be shipped long distances. Our scientific use of this element is one reason why the Kellogg plants carry a longer distance and stand more rough usage while in transit than do ordinary plants.

Phosphorus, which is supplied by the phosphate rock we use, aids in the nutrition of the plant by furnishing the needed quantities of phosphoric acid. They aid the plant to assimilate other elements which they could not use without the aid of phosphates. The phosphorus aids also in bringing the plants to their full maturity. No plant ever reaches full development or becomes fully matured where phosphorus is lacking.

Phosphorus Matures
Plant and Fruit

After preparing our soil in the manner described, we mark out the rows east and west and north and south, as setting the plants in check-rows admits of cultivation both ways. The cultivators are started immediately after the plants are set and are kept going almost continually in both ways until runners



COUNTERS MAKING UP KELLOGG PLANTS INTO UNIFORM BUNCHES

WE employ experienced women counters to put up bunches of Kellogg plants. Each is instructed to carefully select the plants and to place twenty-six plants in every bunch. An inspector constantly supervises this work, frequently taking bunches apart to see that the counting is correctly done. You should, therefore, always receive more than full count, but if a shortage ever occurs let us know immediately and it will be made good. We always carry out all our contracts to the letter.

begin to form, which is generally the latter part of June or the first of July. Then cultivation is confined to one way, and the work

Encouraging Plants to Grow is continued until light freezing in the fall. A large force of hoemen follow the cultivators, loosening the soil around the plants and layering the runners so they may root immediately after forming. This cultivation and hoeing maintains a perfect dust mulch over the entire surface and keeps any moisture brought up by capillary attraction from escaping by evaporation. The cultivation aerates the soil which keeps the bacteria active. It also destroys all seeds of obnoxious growth while in the germinating stage and prevents the growth of weeds.

Just as soon as the plants begin to develop, our big spraying machines are started, spraying over the plants a mist of lime-sulphur solution. At intervals we use bordeaux mixture combined with arsenate of lead. The lime-sulphur solution and bordeaux mixture prevent the development of any fungous disease, and the arsenate of lead prevents any leaf-chewing insects from attacking the plants. With this system of spraying we keep the digestive or-

Spraying the Plants

gans of the plants in a perfectly healthy condition so they may digest and assimilate the food which has been incorporated into the soil for them.

An important feature of our work is the mulching of our plants. As soon as light freezing begins in the early winter we cover the entire 100 acres of plants with straw.

This mulching protects the plants against sudden thawing, should the sun shine brightly during the winter. This is to protect both roots and crowns of the plants so they may in no way be injured by alternate freezing and thawing.

With this explanation we think it will be well understood that the Kellogg strain of Thoroughbred plants lack in no point of insuring perfect success to those who set them and give them proper care.

Our packing method is distinctly our own. The crates are so constructed that the crowns and foliage of the plants receive sufficient air to prevent the plants from becoming heated while in transit, if properly handled by the transportation companies. The roots of the plants are packed in damp sphag-

Covering Plants for the Winter

The Best Plant Package Ever Devised



INTERIOR VIEW OF KELLOGG'S PACKING HOUSE AT SHIPPING TIME

WITH a large force of packers, counters and markers from the day the digging of our plants begins in the Spring, this great packing and shipping room presents a scene of interesting activity throughout the shipping season. A tag bearing the name of the particular variety is attached to each of our specially constructed hooded baskets in the field, and this tag accompanies the plants every step of the way until they are actually placed in the shipping crate, thus insuring our customers that they get just the plants ordered and every plant true to name. Our newest crate and latest packing methods are of our own devising, and insure the perfect delivery of plants at destination, no matter how great the distance or how large the order.

num moss. There is sufficient moisture in this moss to keep the roots moist and fresh, should they be in transit several weeks. Indeed, as an experiment, we have packed plants and set them in the attic of our packing house, which is decidedly warm at times, and have kept them there for a month, and when we opened the plants they were still in splendid condition.

During the shipping season of 1912 we carried forward extensive experiments with different styles of crates. These experiments have resulted in the designing of a crate that will carry plants to the most distant parts of the United States and Canada, and even to foreign countries, in perfect condition. We made hundreds of shipments of plants during the latter part of May

**Makes Late
Shipments Safe**

and first part of June, using these newly designed crates, and many customers who received the plants of these late shipments advised us that the plants reached them in as fresh condition as the day they were dug. One of these shipments went to a California customer, and he writes that when he opened the plants they looked as if they had been dug the day before, and that they were the finest plants he ever received. These plants traveled a distance of not less than 2500 miles, and these experiences convince us beyond any doubt that by our new method of packing plants we can send them late in the season to the re-

motest parts. Notwithstanding this fact, we urge our customers to have their plants shipped to them just as early in the spring as possible, for the earlier plants are set after spring opens the more certain you will be to get a perfect stand. All customers will find it to their interest to have their plants come forward early, and if weather or soil conditions are not just right, heel in the plants until they are right. Then you will be in position to set them at the most desirable time.

Kellogg Plants Succeed Everywhere

THE more trying the season the more clearly do the Kellogg Thoroughbred Pedigree strawberry plants demonstrate their superiority. The season of 1911-12 was one that tried the skill of every horticulturist and tested the powers of endurance of plants of all kinds. A drouth of unprecedented severity, including in its sweep nearly every section of the North American continent, came on in the latter days of April, just in the midst of the planting season and when the new-set plants were just putting out their feeding roots. The drouth continued almost unbrokenly for many weeks in some localities and for many months in others. The aggregate loss to farmers and horticulturists exceeded by far one billion dollars as is shown by the reports of the United States Department of Agriculture. Under these condi-



FENDALL, THE GIANT BERRY

FENDALL is a giant not only because it produces such very large berries; it is equally remarkable for the great quantities of fruit it produces, having a record of 16,800 quarts of beautiful bright red berries to a single acre. It is also remarkable for the wide range of territory in which it finds congenial habitat, and still another virtue is its length of fruiting season. Berries have been gathered from the same patch on the 25th of May and on the 4th of July. Its unusual size, delicious flavor, length of bearing season, extraordinary productiveness, unusual beauty and symmetry of form, and wonderful root system make the Fendall one of the most popular of the pistillate varieties, and it has been successful wherever it has been tried out.

tions we received letters from customers in nearly every state of the Union declaring that the Kellogg plants possessed such great vitality and powers of endurance that they lived throughout the trying siege when everything else failed. In short, we never have been more gratified by the reports that have come to us in any season than those which we received concerning the experiences of that unusual, and we hope never-to-be-repeated, season.

Here is a typical letter bearing on this very point. C. A. Angel of Galena, Kansas, writing under date of January 1st, 1912 says:

"I note there is to be a shortage in plants caused by the drouth of 1911. I am glad to say that I have the best patch of vines I ever saw, which were grown from the 2,000 plants I ordered from you in the spring of 1911. They never had any rain to speak of from May 1 to July 15. Two of my neighbors set one acre and four acres respectively. Their plants came from another firm. The one who set the four acres said, when he saw mine, that he had a notion to plow up his

patch. Neither of these neighbors has any plants worth mentioning. This is my first experience with strawberries, and I lay my success to your thrifty plants. Every one of the 2,000 plants you sent me has grown finely."

W. H. Partridge of Aldgate, South Australia, writes us under date of June 20th, 1912, that of the seven varieties we shipped him from our branch farm in Oregon last February six are growing finely and that he is especially pleased with the Wm. Belt and Pride of Michigan.

And from Hawaii D. J. Coonradt of Manawai writes us under date of April 13th, 1912, as follows:

"Plants arrived on April 6th and were set out the next afternoon. All are not only alive, but have grown new leaves and fruit buds. All were growing when they arrived. They must have been on the way ten or eleven days, and to see them now they appear never to have stopped growing at all. Could more be said?"

No one can read the letters received from satisfied customers that appear throughout



A KELLOGG THOROUGHbred PEDIGREE MOTHER PLANT BEGINNING TO BLOOM

THIS plant measures just twelve inches in circumference at the place where the crowns develop. Note the large number of perfectly developed crowns, the immense root system and the perfection of every open bloom. Observe the anthers and the pistillate cones which indicate the wonderful vigor and fruiting capacity of a Kellogg Thoroughbred. And if you will look closely you will see that there is a perfect mass of fruiting buds ready to open. Runner plants are of the same character as the mother plant. This being true, are not such plants as this the kind you should have to make it worth your while to grow strawberries? Such plants insure success from the beginning.



SUPERB, EVER-BEARING, B. (MALE)

SUPERB is a seedling of the Autumn crossed with the Cooper. Plant healthy, vigorous, and very productive when fruited for the Spring crop. Medium to late. Fruit large, round in form, rich dark-red, uniform, never misshapen, ripens evenly, quite firm, quality very good. A free plant maker. When used as a Fall-bearing variety it fruits well on the old plants the same season of setting, but not heavily on the young runner plants. If the young plants are removed in the Spring and the fruit stems are cut off, it bears a heavy crop, commencing to ripen about August 1, and continues bearing until frozen up in the late Fall. Superb grows an average-size plant of great vigor and capable of withstanding severe winter weather. The first young plant on the runner is large, but the last-formed plant on the runner is quite small, but all of the plants are very vigorous.

the pages of this book without being convinced that our plants are the best grown anywhere in the world, and that our methods of dealing with our customers are absolutely "on the square." We believe that the service we render the public justifies us in claiming your confidence and your business, and we shall be pleased to add your name to our long list of customers already numbering more than 100,000.

Quality vs. Cheapness

THERE are strawberry plant growers and dealers who base their claim to patronage upon the statement that their plants are "just as good as Kellogg's." They make this claim for the reason that Kellogg plants are recognized the world over as representing the highest standard of strawberry perfection. We do not compare the Kellogg plants with any other strawberry plants, for there are no plants grown anywhere in the world that are superior to ours with which to make comparison. No reputable concern compares its line of products with any other

save those known to be of higher quality than its own.

If these dealers who thus seek to build their trade upon our reputation can make you believe what they say, they know they will be likely to get your business, once, anyway, because they invariably lay great stress upon the "cheapness" of their plants. There are two classes of buyers in the world. "What's your lowest price?" is the only question that comes to the mind of one. The other class always asks, "what is the *quality* of the goods you offer—what *value* is there in them?"

It is the quality class to which we belong, and it is our pleasure to serve those who want the best; those who take delight in growing big crops of big red berries, full of nature's most delicious nectar; those who find pleasure and profit in serving the world with the very best it is possible to produce. Growing strawberries becomes a joy and a world-service when this spirit prevails, and to aid our customers to attain to this end is a work worth while. And we have ample evidence that our work is appreciated, for



AMERICUS, EVER-BEARING. B. (MALE)

THIS extraordinary variety was originated in 1905 and has made a very unusual record during the last seven years. The fruit is heart-shaped, light red as to color, and of a fine, firm texture. A very heavy yielder of extra quality fruit. Spring set plants commence fruiting in July and they, together with the runner plants produced by the mother plants, continue to produce fruit until cold weather checks them. Especially famous for its power of resisting heat. The plant is medium sized, has a good, strong, heavy root system. Foliage is light green with hard, shiny surface, remarkably free from disease. The plant is a free grower, making a large number of runner plants. Mr. Harlow Rockhill, its originator, wrote us July 1, 1912: "Americus never did better than it is doing this year. It is a grand, good variety." Every grower should try our Fall-bearing plants this year.

all over the land are successful growers who write us that Kellogg plants and the Kellogg way have been the foundation upon which they have built firm and lasting prosperity.

Writing us under date of July 23, 1912, F. A. Badger, who for years has been an extensive grower of strawberries for market at Belmont, N. H., says:

"Perhaps you are still interested in people you helped onto their feet some years ago, when even some of the well-meaning people of this section thought we ought to be restrained from fooling away our time on little berry bushes for fear we might become town charges. But that is all changed now, and people say, 'You were right after all!' And though we are in no danger of being barred out of Heaven on account of our great wealth, it (strawberry growing) is better than anything else we have struck; and, better still, we like it!"

That there are two ways of considering "cheapness" is indicated in the two letters that follow:

Frank Fike, Chariton, Ia.: "Mr. Adams here tells me he has ordered plants from you for years, and finds you have the cheapest in the end."

Swithin King, Dundee, Ont.: "I had experience with your plants three years ago, and must say they were by far the most satisfactory lot of

plants I ever had. I certainly would not think of using any other but yours. I can buy plants here for less money, but they are the more expensive in the long run."

L. J. Rounds, of Vestal, N. Y., evidently appreciates the meaning of quality as a result of actual experience, for he writes when remitting \$34.00 for Glen Mary and Wm. Belt plants May, 2, 1912:

"I lost two years' crops by using inferior plants before I ordered from you, and have learned the value of pedigreed plants. Am well pleased with the square deal you give your customers."

J. Sigvaldson, of Butterfield Minn., also has occasion to regret his purchase of "cheap" plants, finding them, indeed, very costly. He wrote us under date of April 14, 1912 as follows:

"I have your catalog of 1908, and I then intended to order some plants from you, but got some from another place—got them cheaper than I could get plants from you. But I have had no success, and now I am going to order from you."

We might multiply these letters, for the alluring offers of the "cheaper" fellows lead many growers to their undoing; but these experiences ought to convince all who seek for quality in plants, which means financial suc-



KELLOGG'S PLANTS IN TWIN-HEDGE ROWS AT NEW ROCKFORD, N. D.

THIS extraordinary field of plants is the result of the intelligent and enthusiastic interest in his work of Daniel Patterson, its owner, who for many years has had the highest order of success with Kellogg Thoroughbred plants in his great Western state on the northern border of our country. For years Mr. Patterson grew our plants at Wahpeton, N. D., and when he removed to New Rockford one of the first things he did was to set out some Kellogg plants, with the results shown above. The berries grown by Mr. Patterson not many miles south of the Manitoba line are as fine as any berries grown in this country.

cess in the end, of the unwisdom of buying anything but the best—and the best plants in the world are Kellogg's Thoroughbreds.

And not only do we grow the most productive plants the world can produce, but the information and advice we give to all those who deal with us is worth as much to them as the entire cost of the plants. Our interest in a customer does not cease upon receipt of his order. We never are too busy to answer questions. The pleasure derived in helping others win success is worth as much to us as the money we receive for the plants.

We treat all customers alike, both as to terms and prices. For nearly thirty years we have followed this plan, and it has resulted in building up the largest business of its kind in the world. We shall continue to put all who deal with us on an equal footing; our own interest never shall be considered as more vital than our customer's interest, and our prices never shall be higher than the quality of our plants fully justifies.

Authorities Endorse Our Work

WE do not claim that we are the only growers of strawberry plants, but we do make these several indisputable claims. First, that we are the only concern in America that practices the selection and restriction method of plant production. Second,

that every Kellogg plant has an inherited fruit-producing organism, and that every Kellogg plant grown is a heavy fruiting plant. And, third, that our methods are endorsed by America's highest authorities.

Luther Burbank, the world-famous plant breeder of California, writing to this company February 20, 1912, has this to say concerning the relative value of strawberry plants produced under Kellogg methods and those that are not so produced:

"There can be no question that plants selected by your plan are as good as those unselected. I think there can be no doubt whatever that they are better. All my experience with plant life leads me to suppose they would be. I would certainly prefer to pay more for plants selected by your plan than for ordinary plants."

Col. G. B. Brackett, Pomologist of the United States Department of Agriculture, writing to R. M. Kellogg Company March 9, 1912, says:

"I believe the strawberry is subject to the same laws that govern all plant life and that variations may occur from the true type by what is known as 'sports'. I also believe it is capable of improvement when long-continued and careful methods of selection are observed. . . . I think you have had as long experience in strawberry growing as anybody in this country, and you are better capable of judging in this matter than most any one else. I think you have shown that



CARL ARNESON'S STRAWBERRY PLOT AT BRANDT, S. D.

THOSE who question whether strawberries do well in the colder regions of the Northwest will have their doubts settled by such views as we present in this book of scenes in both North and South Dakota. Mr. Arneson's patch, loaded with bloom, needs only to be seen to be appreciated as one of extreme beauty and thriftiness. Reports of yields from both the states named indicate that berries of high quality and of large size are grown there in abundance and command the highest market prices.

you have propagated some of the best strawberry plants in this country."

Willet M. Hays, Assistant Secretary of Agriculture, says with reference to plant improvement in the United States:

"That the five to six billion dollars' worth of plant and animal products annually grown in the United States can be increased 10 per cent by selection and breeding is not seriously doubted by those best able to judge."

Liberty H. Bailey, the famous Dean of Cornell Agricultural College, says on this most important subject:

"It is of no consequence either to produce or introduce a 'new variety', but it is of immense consequence to produce a line of plants having a superior efficiency for some specific purpose. Plant breeding is worthy of the name only as it sets definite ideals, and then works toward them with predictable assurance."

Referring to the growing demand for better nursery stock of all kinds, Prof. E. H. Favor of Missouri, says:

"Planters have demanded cheap trees and they have had them. But the time is coming when the planter will know better than to set out such trees, just because they are cheap. He will wake up, just as the corn growers have waked up. He will understand that the very best trees he can buy—stock produced from bearing trees of high rating—are far the cheapest when they reach bearing age. The man who plants an orchard

with scrub nursery stock, will go the way of the man who breeds his mare to a scrub stallion or who expects to get rich with a flock of mongrel hens. The dawn is breaking on the orchards where 'every tree has a pedigree.'"

One of the crops which we grow in alternate years on our strawberry plant farm is corn. We buy pedigree seed from America's most noted corn breeders at \$5.00 per bushel, and pay the express charges. Some seed firms agree to furnish us seed just as good for \$2.00 per bushel, but we measure the results by the number of bushels of corn we get per acre, and not by the cost of the seed. We know from experience that no seed firm can give us five-dollar value in seed-corn for \$2.00. If they could, they would not sell it at that price. What we learn in the school of experience is seldom forgotten because it costs so dearly. See illustrations on Pages 4 and 5 and note the difference between pedigree seed-corn and "the other kind."

The man who sets pedigree plants will reap from the first crop of berries many times the difference in the price paid for such plants. Up to date there never have been any plants grown that could equal the Kellogg pedigree plants either in quality or quantity of fruit, and when there are better plants grown the Kellogg Company will grow them.

A Personal Invitation to You

WE often have wished that everyone who receives this book might come to Three Rivers, so that we could show them over the farm. But we hardly can hope to realize our desire in this matter, as our book goes into 175,000 homes each year, and these homes are scattered throughout the United States, Canada and European countries. But those of you who live in adjoining states could come at a very small expense. We should be very glad, indeed, to have you visit us, and if you decide to do so, be sure and bring your old clothes so that we can go right out into the field without any fear of soiling our "duds." When you meet us you will meet "just plain folks." We keep clean and tidy during working days, and on Sundays we fix up and go to church and Sunday school where all strawberry growers should go.

During the past few years we have had many visitors, some of them coming from away up in Canada, and some of them from the Pacific-coast States, and a great many of them from the Eastern and nearby States. All of these were so well pleased with what they saw that we want the rest of our friends to come. In two editions of our book we made an offer of \$10.00 per day and all expenses to any one who would visit our farm and find that we were not carrying out every detail of the work as represented in our book. Every visitor has remarked before leaving that, so far as he could see, our farm operations were more interesting and complete than we represented them to be, and that the great fields of strawberry plants were more attractive than any picture we ever have shown in our book. One Canadian visitor remarked that he was bitterly disappointed, and when asked why, he said it was because he could plainly see that he would have to pay his own car fare and that he would not get the \$10.00 per day. He added that the money he had spent in coming to see our farm was one of the best investments he ever made.

We like visitors and we hope you will consider this a personal invitation to come. You will be our guest while here. When you offer to pay your hotel bill the clerk will tell you it is all arranged for. And before you are on the farm five minutes we shall feel as well acquainted as though we had known each other all our lives.

We always have felt that the closer buyer and seller come into touch one with the other the better, because then we learn something of each other's personality and feel more like getting right down to business. And after you meet us face to face and see with your own eyes what we are doing you will agree with all other visitors, first, that the farm is more beautiful than you ever dreamed of; second, that our field of strawberry plants is the largest you ever saw; third, that all our farm operations are superior to what we claim for them, and, fourth, that we are not as good looking as you had expected to find us.

And let us add that we shall be glad to have our Pacific Coast and Inter-mountain State friends visit our Western farms and take note of what we are doing there in the interest of better and bigger crops of strawberries.

Should you decide to come, our offer of \$10.00 per day and expenses still holds good, if we fail to show you.

Very truly yours,
R. M. KELLOGG Co.

To Pacific-Coast and Inter-Mountain State Patrons

IN presenting our 1913 book to our Pacific-coast and Inter-mountain-state patrons we wish to thank them for the generous patronage given to our branch farms in the far West. It is only one year ago that we made first public announcement of the fact that we had established two important enterprises in that great horticultural domain. No sooner had our announcement reached the strawberry growers of that section than letters came pouring in upon us, congratulating us upon the step we had taken and giving us the most substantial assurances of all, namely, generous orders for plants grown in those two sections of the West. At the very outset one British Columbia customer sent us an order for 79,000 plants, and after he had received them and set them out and they were nicely growing, he wrote us of his great satisfaction, and assured us that his experience with the Western-grown plants was such that he expected to send us very large orders for plants for delivery in the spring of 1913. From California orders came in so rapidly that within a few weeks of time all of the plants of several varieties were completely sold out, and still the orders came flooding in, by special-delivery mail and by telegraph, several of them calling for as high as 100,000 plants each of a single variety.

So with Oregon and Washington—the Canby branch was flooded with orders to such an extent that two farms the size of the Canby branch farm would have been utterly inadequate to supply the demand.

Much of the same experience was had with the Twin Falls branch, and the same encouraging words have been coming to us from customers ever since the close of the shipping season. From

Twin Falls plants were shipped into the eastern part of British Columbia, eastern Washington, all over the states of Idaho, Montana, Wyoming, Utah, Nevada and Colorado, and from even as far as Texas came generous orders for Twin Falls plants. And one Florida customer insisted upon buying some of the Western-grown plants, because he could get them so much earlier than we could ship them from Three Rivers.

It therefore gives us great pleasure to announce that we have made extensive additions to the crop area both at Twin Falls and Canby, and with our very large acreage at Three Rivers, are confident that we are to be in position to supply the requirements of all our customers throughout the North American continent.

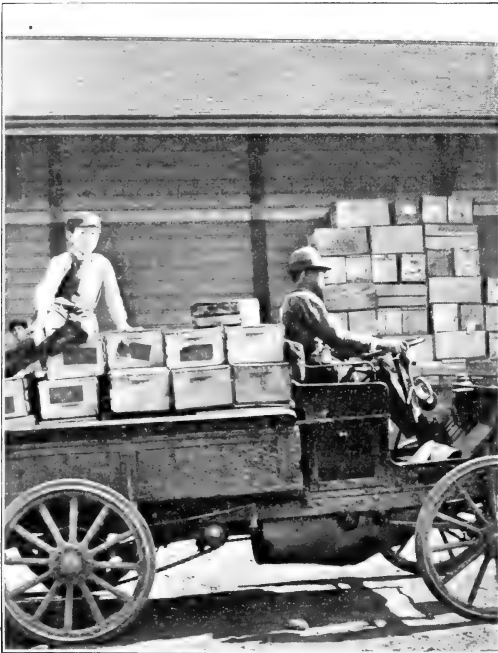
The reception given to our enterprises by the press of the Western states has been most gratifying, and the interest shown in the shipments we have made to remote points has led newspapers on the Coast to devote considerable space to our business along that line. This is especially true concerning a shipment made to Hawaii and to a somewhat extensive shipment made to Japan in the early days of January 1912 from Canby. Our Hawaii customer, by the way, writes that his plants actually grew in transit and began growing very vigorously as soon as they were set out in the hospitable soil of his tropical island.

Strawberry growers throughout the region which these two branch farms serve assure us that they view our coming to that territory as a distinct aid to their own success, and the fact that Kellogg plants, grown under the same soil, climatic and cultural conditions that obtain throughout that region, were available, has encouraged many growers greatly to extend their operations in the direction of strawberry production. One important company in Utah will set out 80,000 Kellogg plants in the spring of 1913, and we learn that many others will follow their example in this regard. These growers realize that we have paid especial attention to the selection of varieties particularly adapted to their situation, and that we make it our personal care to develop in the plants grown for their use just the qualities required to meet their conditions.

On Pages 62 and 63 of this book our Western customers will find complete lists of the varieties grown at Canby and Twin Falls, together with prices for same, and we are very sure that they will be greatly pleased to note the wide range of qualities and high excellence of the varieties contained in these lists.

Our Mr. Beatty spent some time at each of our Western farms during the past season inspecting the plants, and he reports there are no variations in any variety; that the plants of every variety are perfectly developed, and that he does not see what more we could do to get plants of higher quality than those we shall ship from these farms in the season of 1913. He reports further that it will be necessary to increase the acreage in order to supply the growing demand for our Western-grown plants. Every grower he visited who received plants from these farms last season was delighted with the growth the plants had made on his grounds, and all were unanimous in saying that they should set a larger acreage this year, and that they would set exclusively of Kellogg plants.

We take this opportunity to publish some of the letters we have received from our Western customers, and no one can read what these pa-



PROMPT shipments constitute a large element in achieving success with plants. At Canby, Ore., we employ an up-to-date motor car to do the business between the farm and the express office, and this insures quick work when time is important. Lots of power and a steady hand at the wheel makes it easy to meet difficult situations and catch the fast express.



KELLOGG'S THOROUGHbred STRAWBERRIES IN CALIFORNIA

FROM Mrs. J. Hayda we received the above photograph. The beautiful scene, with the high hills and tall timber in the distance, represents the Hayda patch of Kellogg's plants at Cuddeback, Calif. Mrs. Hayda writes that she gathered from this plot fine, ripe strawberries for New-Year's dinner. The success achieved by our California customers has been most gratifying.

trons tell us of their experiences without being convinced of the superior quality of the plants we shipped them from these branch farms.

Reports from Oregon-Grown Plants

What California Customers Say

Morgan Hill, Jan., 26, 1912. "The 500 Glen Mary strawberry plants I received of you were the finest plants I ever saw. Every plant is growing and I can see the rows from one end to the other. The Glen Mary has produced the largest crops that I ever saw without fertilization. I have been a strawberry grower for forty years and have grown more than 100 different varieties."

J. LUTHER BOWERS.

Sawyer's Bar, April 5, 1912. "I just received my berry plants and I will say this much—if you have any nicer and stronger ones, I don't want them, for mine are certainly fine enough for anyone. And if they don't grow—well, it won't be your fault!"

D. F. SKILLEN.

Bishop, May 3, 1912. "The 3400 plants shipped April 29 will more than fill my ground. I rented three acres today and will prepare it for strawberries for 1913 and will be in the market for about 25,000 plants. And they will be Kellogg's."

RALPH CALKINS.

Pomona, Feb. 12, 1912. "The strawberry plants arrived in nice shape, and I never received plants from the old farm at Three Rivers having a better root system than those that have just come to me from the Canby farm."

M. E. BEARD.

Sanita Cruz, July 6, 1912. "The 500 Maroon plants received from you some time ago were exceptionally well rooted and have made a fine growth. We are well pleased with them. We shall require about 40,000 plants of this variety for setting next year."

C. R. SHIPWAY.

Oakland, March 4, 1912. "The plants you shipped us came in due time and in fine condition. They are all in the beds and look well."

MRS. A. F. SHORES.

Woodland, Feb. 19, 1912. "Received strawberry plants all O. K. and find them satisfactory. Thanks for sending them so promptly."

MRS. L. R. ROBERTS.

Oakland, March 28, 1912. "The strawberry plants came in fine condition. We expect to have good success from our beds and think it due to the fine, strong plants you sent which far excel the plants we bought here to fill in the balance of the space at our command."

MRS. ANNIE W. SULLIVAN.

Arroyo Grande, March 8, 1912. "My strawberry patch is composed of Kellogg's strain of plants and contains seven acres—the largest strawberry patch in San Luis Obispo Coun-

ty. It is the prettiest patch also, and it contains the best varieties of strawberries. Our berries have captured two prizes at our county fair; many of them measured $7\frac{1}{2}$ inches in circumference. We sell our crop at an average ranging between \$600 and \$700 per acre."

W. RODRIGUEZ.

Some Oregon Testimonials

Hermiston, May 24, 1912. "Received the plants—all in good shape. Have them all set out and they are growing nicely. Strawberries do finely here and are big producers."

W. P. BOUSCHARD.

Salem, Dec. 29, 1911. "The plants you sent me came in splendid condition. I think they all grew but one. They were fine plants, indeed, and have such good roots."

M. C. HONAKER.

Lebanon, March 9, 1912. "The plants came in fine condition; were well rooted and had good crowns."

RAY H. ROBERTS.

Melville, May 22, 1912. "The 2,000 plants I received from you are doing nicely. Think I am safe in saying that I haven't lost over a half dozen out of the entire consignment."

O. B. STANDLEY.

Letters from Washington Customers

Kennewick, March 24, 1912. "The one thousand plants I got from you last spring have made such an elegant showing that I got a contract to plant the 19,000 plants I am ordering herewith for some of my neighbors."

JOHN HESS.

[An increased order amounting to 1900 per cent based upon the showing made by our plants in one season certainly is a testimony to their quality of the most practical nature.]

Deer Park, Feb. 2, 1912. "We got ten varieties of strawberry plants from you last year and they made the most beautiful beds we have seen anywhere. All the varieties do much better than plants secured by our neighbors elsewhere."

C. E. STUDEBAKER.

Sherlock, May 14, 1912. "The strawberry plants I got from you this spring are growing finely."

W. T. SEIFKE.

Wauconda, June 1, 1912. "We received the 2,000 strawberry plants in due time. Are very much pleased, as the plants are fine."

MRS. C. H. SMITH.

Seattle, June 14, 1912. "I must congratulate you on the plants you shipped me in February. Never had anything in the strawberry line to do as well as they have. I have not lost a single plant—every one of them is doing finely. It is



SCENE ON THE BRANCH FARM OF THE R. M. KELLOGG CO. AT CANBY, OREGON

HERE is a view of our testing plot on our branch farm at Canby, Oregon, which illustrates the extraordinary thrift and vigor of the plants growing there. Our Pacific-Coast customers have sent us the most flattering testimonials to the high quality of our plants grown in Oregon, and nothing can be more convincing of their excellence than the magnificent crops of berries which have been grown from our Oregon plants. We have greatly enlarged the area of the farm this season, and we are pleased to report the prospects of an unusually fine crop for delivery which we shall begin shipping during the early days of 1913.

certainly gratifying to see them; can't anything in the strawberry line beat the R. M. Kellogg Co.'s plants."

JOHN NELSON.

Centerville, April 24, 1912. "The plants came duly from Canby, Oregon, and they were planted at once. They are fine, big plants. Some are already in blossom. Thank you for choosing the varieties for me."

HARRY C. NICHOLSON.

Spokane, April 6, 1912. "The plants are fine. Thank you very much."

MRS. E. C. STILLMAN.

Good Reports from British Columbia

J. A. Irving of the important mercantile concern of J. A. Irving & Co., Nelson, B. C., last season ordered for himself and friends 79,000 strawberry plants, the bulk of which were shipped from our branch farm at Canby, the balance going forward from our farm at Twin Falls. In a letter to us dated July 5, 1912 Mr. Irving says: "My plants are doing finely. In fact, I never saw healthier looking plants. Some which at first I thought were dead also are coming along in fine shape. Any time I can put in a good word for your company I will gladly do so."

Abbottford, May 21, 1912. "Glad to say that the plants arrived in splendid condition. I didn't have the ground ready, having just moved here, so I heeled them in for about a week. Then I got the plants set and we had about two weeks of hot weather. I hoed around them a little, and in spite of the hot weather I lost only six plants out of 600. The rest have made splendid progress, and now we have just had a good rain and I can literally see them grow. The loss of the six plants was in no way due to the plants themselves, but to unavoidable conditions."

HARRY JACKSON.

Wynndel, May 19, 1912. "Plants from both places (Canby and Three Rivers) arrived in good condition and are doing finely. The only fault I find with the plants is that they will not fight the cut worms without my assistance. The crop is promising."

O. J. WIGEN.

Reports from Plants Grown in Idaho

Montana

In the spring of 1912 we shipped more than 30,000 plants to the Bitter Root Valley Irrigation Co., of which Prof. Wm. T. Le Fevre is the horticulturist. Writing under date of April 17, 1912 Prof. Le Fevre says:

"We received in very good condition the plants as ordered. They over-ran some in numbers. Mr. Gall, our gardener, said that I might quote him as saying that there would be absolutely no excuse for the plants' not living, and if there were

any bad results this year he would be to blame. I wish to congratulate you on the successful shipment."

In another letter Mr. Le Fevre refers to the fact that he had occasion, when connected with the Agricultural College of Montana, to examine many shipments of our plants through many seasons and that never in all his experience had he ever seen a poor shipment of plants from the Kellogg Company.

Mr. Gall, to whom Prof. Le Fevre refers, in a personal letter to this company writes as follows:

"I have used Kellogg's Thoroughbred plants in Massachusetts, Vermont, the Province of Quebec and now in the Bitter Root Valley of Montana, and I still have to experience my first disappointment. They are like a hard-boiled egg—can't be beat."

Wyoming

Stewart, May 25, 1912. "Many thanks for the fine strawberry plants you sent me. They were five days on the road but were in good condition."

MRS. L. M. STEWART.

Powell, Jan. 31, 1912. "I have had plants from you for several years, and wish to get more the coming spring."

H. B. LOOMIS.

Colorado

Loveland, April 20, 1912. "The shipment of strawberry plants from Twin Falls was received today in fine condition. They are of excellent quality, for which we thank you."

L. C. EVANS.

Idaho

Grand View, April 1, 1912. "I bought 500 plants of you last year and every one grew nicely. The year before I bought 10,000 plants from another concern and didn't get over half-a-dozen plants to grow out of the entire 10,000. Moral: deal with a specialist."

W. O. WANN.

Kimberly, June 5, 1912. "The strawberry plants I ordered from you in March are the finest plants in the country. I cultivate and irrigate them according to your methods."

WILEY COPPINGER.

Salem City, May 16, 1912. "Plants shipped from Twin Falls were duly received. I am sure if I fail with such plants, having your very valuable annual as a guide, it will be through my own fault or the fault of the land. Please accept my sincere thanks also for the way in which you compelled the ex-



VIEW OF C. H. MUIRHEID'S STRAWBERRY FIELDS NEAR DECATUR, ILL.

THIS scene includes only a portion of Mr. Muirheid's extensive fields. He is one of the most successful growers of strawberries in the state of Illinois. Writing us under date of June 3, 1912 he says: "I feel indebted to R. M. Kellogg Co. for strawberry plants and information. The plants are your plants with the exception of a few rows. Let me say that it doesn't pay to set plants from unreliable parties. I started five years ago with your plants. I now sell from 40 to 60 cases of strawberries every morning to grocers and hold their trade from year to year. Never have had enough berries to go around, and next year will set 20,000 plants." This is the universal report concerning the commercial success of Kellogg's strawberries.

press company to correct the over-charge. You are the only one so far that has had the courage to tackle the express companies in our behalf, and your first effort brought immediate results. You can figure for yourselves just what it means to the people to have someone who can and will force them to give us a square deal."

JAMES MELVYN.

Inter-Mountain State Experiments

IN order to more accurately determine the fruiting capacity of our different varieties of strawberry plants in the Inter-mountain States, we have established an experimental farm at Jerome, Idaho. This prosperous and growing town is located in the center of what is known as the North-Side Twin Falls Tract and is composed of approximately 180,000 acres. Only a few years ago this great tract of land was nothing but a worthless desert, covered with sage-brush and bunch-grass. Fortunately for the good of the people who wish to own productive homes, there are men who see the possibilities of barren lands. Experts who examined the soil on this tract found that water was the only thing lacking to make it one of the most fertile spots in America, and they found the men of faith and capital to do the development work necessary to bring the water to this wonderful land and transform it from a barren waste into a veritable Eden. Messrs. J. S. and W. S. Kuhn of Pittsburg have erected an enduring monument to their names because they had the courage to expend millions of dollars in accomplishing this mighty task, which made it possible for thousands of soil tillers to secure productive homes.

The soil at Jerome is a rich sandy loam; just what we consider an ideal soil for strawberries. In the spring of 1911 we set out forty-eight varieties which fruited for the first time in that section in the summer of 1912. During the entire fruiting season a clerk was present in the plot at every picking, and careful records were made

of the number of quarts picked from each variety. We were agreeably surprised to learn through this test that every variety fruited more heavily than we dared hope for, and the quality of the fruit was exceptionally high. Naturally, there were varieties that were superior to others, and using our records as a basis we find the varieties that are best adapted to the Inter-mountain region and under irrigation were those we name below:

Brandywine, Chesapeake, Clyde, Glen Mary, Haverland, Jocunda, Parsons' Beauty, Senator Dunlap, Wm. Belt and a new variety we have called No. 2, and which we have now decided to name "Jerome" in honor of one of the principal towns of the North Side Tract.

The testing plot on our farms at Twin Falls also revealed some very pleasant surprises, and the varieties that took the lead on the North Side, which is composed of sandy soil, also took the lead at Twin Falls on the South Side, where the soil is quite heavy. This goes to show that these varieties may be depended upon throughout the entire Inter-mountain State region.

Pacific Coast Experiments

DURING the past two years we have been testing a number of varieties at our farm at Canby, Ore., where practically every variety we grow was fruited, and as a result of these tests we find that the following varieties are especially adapted to the Pacific Coast States:

August Luther, Brandywine, Clark's Seedling, Clyde, Glen Mary, Klondike, Magoon, Marshall, Molena, Nick Ohmer, Wm. Belt.

In British Columbia all of the varieties above named do equally as well, and in addition to these Senator Dunlap and Warfield are very profitable.

With our experimental farm at Three Rivers



A FIELD OF KELLOGG THOROUGHBREDS AT NEWTON, KAN.

THIS picture shows how Mrs. J. W. George grows strawberries and how she mates the different varieties. Note that Warfield, a pistillate variety, is set between rows of Dunlap. Mrs. George writes us that the picture does not do her plants justice; that she lost only twelve plants out of the large shipment she received from us, although they passed through a very serious drought. She says that the Dunlap, Warfield, Longfellow and Marshall are her favorites, and that Longfellow blooms heavily for her in the Fall. Our Kansas customers are among the most enthusiastic and successful growers in the country.

and the two branch farms in the Far West, we feel that we can be of great service to strawberry growers everywhere in the way of selecting varieties particularly adapted to the locality in which they are to be grown. We shall be very glad to assist anyone in making up a list of varieties that will be the most profitable to the grower.

A Visit to Western Strawberry Folk

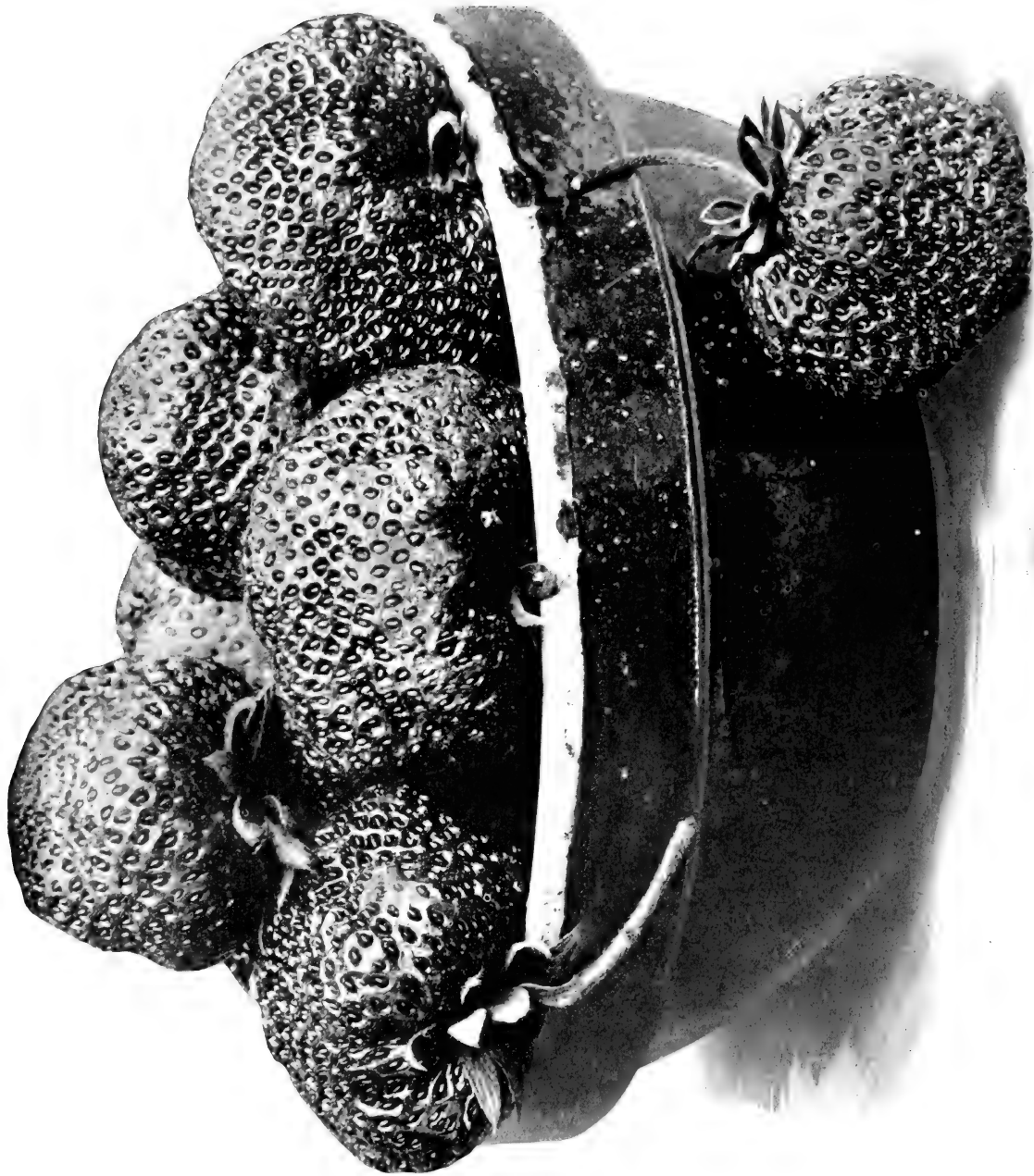
DURING the past season we traveled more than six thousand miles through the West, visiting en route many of the best strawberry sections of that great empire. The time and money which this trip cost us was well spent, as it enabled us to learn of the splendid work and very large profits that are being made by western growers, and gave us opportunity to familiarize ourselves with the methods of growing strawberries in the Inter-mountain and Pacific-coast states.

In each of the districts visited we found that the growers followed different systems, such as single-hill rows, twin-hill rows and the matted-row system. We were very much impressed with the twin-hill-row plan, and judging from what growers told us it is by far the most profitable system. We call it the twin-hill row, because rows are set in pairs about 20 inches apart, with a 30-inch space between every pair of rows. In the districts where irrigation is practiced the water furrow is made in the center of the 20-inch space, that is, the water is run between the twin-rows until the soil around the plants is made quite moist. After the plants develop foliage sufficiently heavy to shade most of the 20-inch space between the twin rows the water is run in the fur-

rows in the 30-inch spaces. Some growers use the 30-inch spaces for water from the start, making a shallow furrow on each side of the twin rows. The plants are set 15 inches apart in the rows. Where these distances are observed 16,750 plants are required for an acre. Some of the more progressive growers secure an average of one quart of berries per plant per year from an entire acre, or an average of 16,750 quarts, and many of them make as much as \$1,000.00 per acre each season. Indeed, some of the growers reported even larger cash returns.

The single-hill-row system also is a profitable way to grow berries in the West. Under this system rows are made a uniform distance of 30 inches apart, and plants are set 15 inches apart in the rows. This arrangement requires only 14,000 plants to the acre. While this method requires fewer plants, and there is a saving in that respect, the fact remains that the grower doesn't secure so many quarts per acre and his actual profits are considerably less as a result.

The matted-row system is not at all satisfactory. And our observation leads us to say that it would be the part of wisdom for Western growers—and this applies with equal force to our Eastern friends—to discontinue the matted-row as a system for growing strawberries. One great trouble with the matted-row is that growers who follow this plan most invariably allow their plants to mat together too thickly, which results in the production of small berries and fewer of them. Another tendency, where strawberries are grown by this system, is to permit them to fruit year after year for six or eight years, with the result that the field becomes so badly infested with insects as to be absolutely under their control. In



A CROCK OF KELLOGG'S HELEN DAVIS BERRIES



HELEN DAVIS AND OTHER VARIETIES GROWN AT HAMILTON, MO.

UNDER date of May 20, 1912, H. L. Clevenger of Hamilton, Mo., sent us the photograph from which this engraving was made, and said: "I never before saw strawberry plants that bloomed so heavily as did those I received from you. The picture doesn't show the bloom as it really is. We are just beginning to pick berries and it now looks as though we were to have lots of fine fruit. The row marked with an X is Helen Davis." Just note the row indicated and observe how the plants are fairly covered with bloom—a certain indication of the fruiting power for which Helen Davis plants are famous everywhere.

the case of hill culture the entire fields are kept clean and allowed to fruit only for from two to three years, and are then turned under and some other crop grown in that particular field.

All the leading growers who follow the hill system set a new field of plants at least every other year, and many of them set new fields every year. We do not think it out of place to mention here that practically every one of these growers renews his fields with Kellogg plants. We found everywhere that strawberry growers who pay attention to plant quality and follow good cultural methods are very well satisfied with the past and present conditions and are pleased with the outlook for the future.

We were particularly pleased with the hospitable welcome extended us by every grower we visited. Among them were many of our long-time customers who had purchased plants for many years from us. There was not a single incident in the whole trip to mar its pleasure, and it was a delightful as well as a profitable experience, and we wish to return here our thanks for the many kindnesses shown us by all whom it was our privilege to meet.

Suggests a Great Opportunity

THE following letter explains itself, and suggests how great an opportunity exists in the famous fruit region of Twin Falls for those who will grow strawberries on an extended scale. That a practically unlimited market awaits them

there can be no doubt, and we hope to see the hint contained in this letter promptly acted upon by many strawberry growers in that region:

Twin Falls, Idaho, June 29, 1912.

Mr. H. L. Hollister,
Chicago, Ill.

Dear Sir:

You will remember that when you were here recently we had several inquiries for strawberries by the car load. I take pleasure in attaching telegram showing that the car shipped arrived at destination in first-class condition, and will state that this car was sold at \$2.40 per crate of 24 quarts each, f. o. b. cars, Wichita, Kan. The express charges were 66 cents per case, making \$1.74 for a case as against our local market of \$1.50 per case.

This is a complete demonstration of the fact that we can raise and ship strawberries by the car load and get very satisfactory results. As a matter of fact, a ready market for berries at \$1.50 per crate is considered a very good price and sufficiently attractive for growers to make good money.

Yours very truly,
J. C. MOORE.

Nor is the opportunity limited to the immediate marketing of fresh fruit. Our British Columbia friends have found a way to take care of all surplus and second-grade strawberries, by making them up into jam which finds an instant market for all that can be produced. No other jam is so much desired as that made from strawberries, and Twin Falls, and other sections of the country as well, may learn a lesson from the experience of their British Columbia fellows. The Daily Consular and Trade Reports, which is issued by the U. S. Department of Commerce and Labor, in its issue of August 1, 1912, refers to the large acreage of strawberries which is being set in the new orchards of British Columbia because



STRAWBERRY FIELD OF W. A. RIECHEL, RED LAKE FALLS, MINN.

IN sending us this photograph, Mr. Riechel takes occasion to say: "You certainly send out the finest strawberry plants I ever have received." Mr. Riechel certainly deserves to win success, for his field is a model. The most important crop shown is not the strawberries by any means, and the scene illustrates how every member of the family participates in the pleasure and profit the strawberry field affords. This attractive feature of the home strawberry patch is not the least of its advantages.

they have proved a successful crop while waiting for the trees to bear, and continues as follows:

"The question of labor in picking large quantities of strawberries has been partially solved by the jam factories sending their employees into the field as pickers. They purchase the fruit on the vines at a contracted price per pound and do the picking. Contracts for three to five years are being made. There are two jam factories in Nelson, B. C., and it is reported that several more will be built here during the present year."

There never has been in all history enough strawberry jam of high quality in America to satisfy the normal demands of the public. To make use of the second-class fruit in this way will add greatly to the profits of the strawberry growers in any section where such use is made of the surplus fruit. What is true of British Columbia and the Pacific-Coast and Inter-Mountain states in this direction is just as true of Michigan or any other state where strawberries are grown in extensive fields. We hope to see this work greatly extended during the next few years, and there is no better time to begin than right now.

Our Plants Make Big Yields

IN the December issue of Scientific Farmer we found a report sent that publication by J. S. Furnas, of Brownville, Nebraska, concerning the results he had secured from three-quarters of an acre of strawberries in 1911, a season that tested the science and skill of every horticulturist in the country. Mr. Furnas reported that he had grown on that small piece of ground 6,960 quarts of strawberries, for which he had received \$2.50 a crate, or a total of \$725, or approximately \$1,000 an acre.

Invariably when we read about such big yields we have found, upon investigation, that they were grown on Kellogg's Thoroughbred plants,

and so with some curiosity to see if this were true in the case of Mr. Furnas, we looked the matter up only to find that Mr. Furnas was a regular customer of ours. We wrote him at once and asked if he had won such splendid results with our plants, and by return mail came his reply, in which he said our surmise was correct, and that not only had he produced the big crop from Kellogg plants, but that he was in the market for more plants of the same kind!

And not only do Kellogg plants make big yields of fruit to the acre, but they produce the finest individual berries. Writing to us under date of July 29, 1912, Asa O. Pence of Converse, Ind., says:

"I am still in the lead in the strawberry business here. There is a reason for my being in the lead—I am using Kellogg plants. I enclose herewith a clipping from the Marion Chronicle of June 19th, which refers to some strawberries I sent to my brother in that city. They were of the Gandy variety, and some of the berries measured $5\frac{1}{4}$ inches in circumference."

The clipping from the newspaper to which Mr. Pence refers contains the following information:

"For several years Mr. Pence has been placing on the market an excellent quality of berries, but this year they are larger and better than ever before. Although more than 300 quarts of the large berries are picked daily, none are shipped to the city markets, but all are sold either to persons who call at the Pence farm for them or to the Converse groceries. Many farmers and others drive to the farm daily during the berry season, many coming from a distance of ten miles or more. Farmers' wives for miles around the farm can many quarts of the berries annually. Fourteen of the berries received filled a two-pound candy box."

These are typical instances which we could multiply almost without number. They serve to show that the claims we make for the superior excellence of our plants are fully borne out in actual experience of growers all the country over. What others have done we have every reason to

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H. S. PLETCHER'S PATCH OF THOROUGHBREDS AT JOLIET, ILL.

THIS fine strawberry plot, with its picturesque setting, is most attractive. Mr. Pletcher writes that the photo was taken when the plants were four months and one week from setting, and adds: "I am so well pleased with your plants that I have taken out all others. If they bear according to the way they have made plants, I shall be more than satisfied." The work Mr. Pletcher has done with these plants makes success at fruiting time as certain as anything can be, and he surely has earned it.

believe you can do. Set out the Kellogg plants and grow them by the methods we advocate, and you may have like success.

Our New Packing Method

MOTHER NATURE is ever revealing herself in new and unexpected ways to those who study her with an open mind. The chaining of the lightning to do man's work, to light the world, to flash thoughts and words around the globe quicker than thought itself may be formed into words, was the result of one man's observation of nature's ways. And so have man and his world progressed, and so are they ever to progress.

On the Kellogg farms observation and experiment always are in order, and it is an unusual season indeed when we do not find better ways of doing things than previously had been discovered. Last year we learned that to apply a very simple but universal law to the arrangement of plants when packing them added to their endurance in transit, and all of the later shipments of 1912 were packed by the new method. We shipped plants in this way as late as June 3rd when berries were developed to full size. We publish herewith some of the letters we received showing the perfect condition in which they reached their several destinations:

West Toledo, Ohio, June 18, 1912. "Senator Dunlap strawberry plants reached us in first-class shape, May 28. They were set immediately and are now sending out new leaves.

They were the finest and largest new plants we ever have seen."

JOHN J. DEWEY.

Batesville, Ind., June 7, 1912. "Received my plants in fine condition. Thanks for immediate shipment."

LOUIS C. HUBER.

Lexington, Va., May 31, 1912. "The strawberry plants arrived O. K. and were set out the same evening received. They were all fine looking plants. I anticipate much pleasure and profit in their care."

C. H. GLASGOW.

Bainbridge, N. Y., June 4, 1912. "Plants received all right. Thank you for sending them; it was very good of you."

JOHN C. TOBY.

Boone, Neb., June 19, 1912. "Strawberry plants arrived all O. K."

O'DANIELS BROS.

Sykeston, N. D., June 2, 1912. "Shipment of Senator Dunlaps arrived May 29. I wish to thank you for your dispatch and courteous treatment."

C. R. REMER.

Brownwood, Texas, June 1, 1912. "Plants that were shipped May 28 arrived in fine shape."

WILBUR SMITH.

Midland, Ont., May 30, 1912. "The plants came at 1:30 P. M. today; am heeling them in damp ground. Will rush them out as fast as possible."

MRS. J. SHEEHAN.

Copsfield, Mass., May 31, 1912. "The plants arrived this afternoon in first-class condition. They are the finest plants you ever sent me and cannot help doing well. I thank you, and when ordering more shall remember R. M. Kellogg Co."

W. F. DEERING.

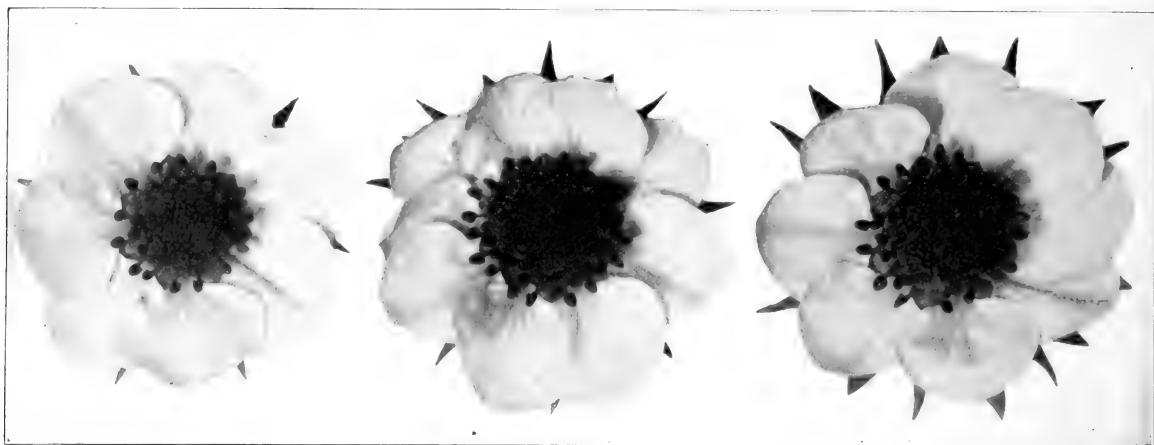
Monongahela, Pa., May 31, 1912. "Strawberry plants arrived on the 29th. I set them out yesterday late in the evening. They were nicely packed."

J. M. W. BOSSERT.

Larrabee, Ia., May 31, 1912. "Received the plants in good condition; they reached Larrabee Wednesday morning and we set them out in the evening; ground in fine shape."

MRS. EDITH ARRASMITH.

Ypsilanti, Mich., June 17, 1912. "I sent you an order for strawberry plants about May 26th which you sent promptly and which I received June 1st. All the plants were in good



BI-SEXUAL FLOWERS TAKEN FROM A KELLOGG PLANT

WE have two purposes in presenting this remarkable illustration. First, to show the perfect development of flowers produced by our plants. Note how evenly the anthers are distributed around the pistils which form the center cone; also the full development of the anthers which contain the pollen that fertilizes the pistils. Note also the complete development of the pistil cones, which is the very foundation of the berry itself. Second, to make clear the meaning of a bisexual, which have both female and male organs, namely, anthers and pistils. Compare the blossoms with those of the pistillates on the opposite page.

condition and were fine plants. We planted them out the same afternoon they were received and they are all in fine condition."

M. E. CAMPBELL.

North Manchester, Ind., May 29, 1912. "Received plants yesterday and they were in fine condition."

IRA KREIDER.

Lombard, Ill., June 1, 1912. "My plants arrived yesterday afternoon in excellent shape. If they don't grow it certainly won't be your fault. Thank you for your promptness."

C. BERNARD AUSTIN.

We wish to say, however, that we do not advocate late shipments. Indeed, we urge our customers to follow whenever possible the suggestions appearing under the heading "Heeling in the Plants." But we refer to the success with late shipments under our new way of packing for the benefit of those who for one reason or another are unable to set out their plants at an earlier date.

Our Fall-Bearing Varieties

IN response to many demands from our customers for plants of Fall-bearing varieties of strawberries, we set a generous area in the Spring of 1912 of the three leading varieties of this class, namely, Americus, Superb and Patagonia. The Superb plants cost us \$150.00 per thousand, and the Americus \$75.00 per thousand plants.

While we have a very fine stock of these plants, we have decided to limit the number of plants which we will sell to a single customer to 100. We do this for two reasons. First, because we have put the price for these plants very low, considering the expense to which we have gone to produce them, and if we did not restrict the number a few growers would gladly take our entire stock at the price we offer them. This would result in disappointment to thousands of our customers who would like to test our strain of these plants. Another reason is that we do not feel that our customers should be encouraged to make too heavy an investment in the Fall-bearing varieties until after they have had opportunity to test them out in a small way. We believe that 100 plants will give every grower a chance to discover whether these varieties are to be profitable.

Judged from the way they have fruited in the

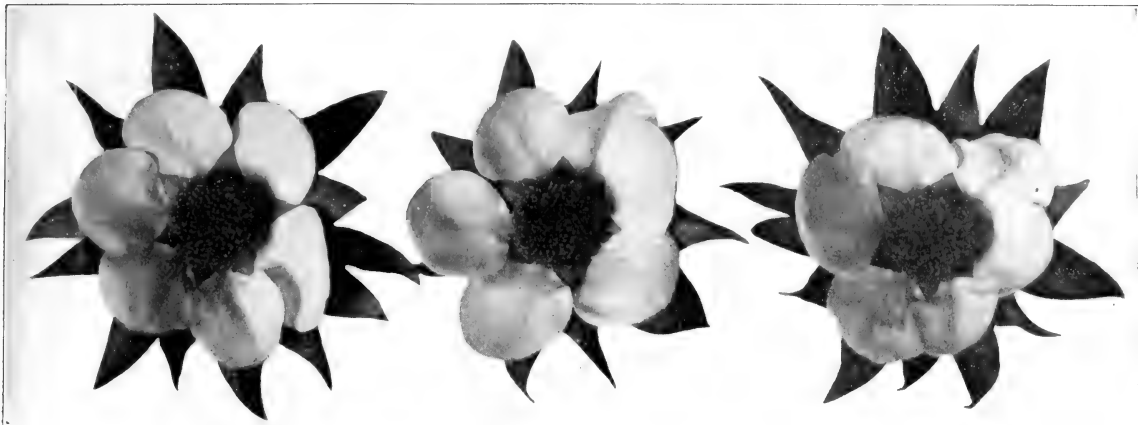
Fall with us, we believe these plants will be profitable. There is no doubt they will fruit both in the Spring and in the Fall and yield a fine quality of fruit. We hope every customer will purchase a few of these plants and give them a thorough test.

Through August and September it required a considerable force of men to keep the bloom and green berries picked off both the Superb and Americus varieties, which adds to our confidence that they will produce very large Fall crops of high-class fruit.

Courting Trouble

WOULD it not be a foolish thing to do to invite into your home some treacherous enemy whom you knew sooner or later would destroy the happiness and prosperity of that home? But this is exactly what some strawberry growers are doing in many of the best strawberry districts of this country by fruiting their plants year after year until the plants become completely exhausted. And when a new field is set they use alley plants from old fruiting beds which carry with them the eggs and larvae of insects, and these eventually will drive the grower out of business. By these injurious methods growers not only invite their most dangerous enemies into their fields, but they make conditions most favorable for their comfort and increase. Government statistics show that the most serious enemies to strawberries are the crown borer, the crown miner, the root borer and the strawberry weevil, and that these insects will almost invariably be found in the fields where plants have fruited longer than two years.

Dr. John B. Smith, a leading authority on entomology, who has written one of the most complete books on all classes of insects, says (see page 213 of his book) that the insects mentioned are found in fields which have fruited for several years and that the only way to insure the grower against them is to allow the plants to fruit two years only, and by the rotation of crops and the use of plants that are free from insect attack. He says also that where a two-year fruiting rota-



PISTILLATE FLOWERS TAKEN FROM A KELLOGG PLANT

PARTICULAR attention is called to the very full development of these three pistillate blooms. It will be seen that the pistil cones are as perfectly developed in these flowers as are both anthers and pistils in the bisexual blooms shown on opposite page. The pistil cone being the foundation of the berry, it is essential that strong plants be used in order to develop fully matured flowers which in turn insure perfectly developed berries. A strain of plants that builds up a large number of well-developed flowers is the grower's assurance of a big crop of big red berries. They are the only kind it is worth while setting out.

tion is used and the old plants are immediately destroyed, the species of these insects are not liable to increase to any dangerous degree.

A. L. Lovett, professor of entomology in the Oregon State College, says in one of his articles that strawberry fields do not generally begin to show the attack of these insects until the beginning of the third fruiting season, and that plants which are grown in hills will not become infested as soon as those grown by the matted-row system. He also says that adult insects cannot fly, and, therefore, it goes without saying, these insects must be carried to your farm by taking plants from infested fields.

C. M. Weed, professor of entomology in the New Hampshire College of Agriculture, another authority on insects says in his book, "Insects and Insecticides,"

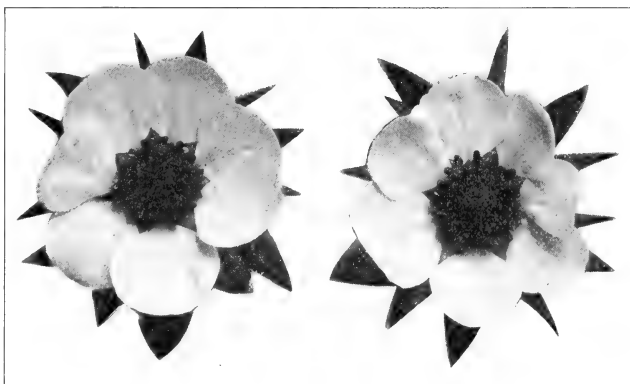
(see page 138) that these insects are the most destructive enemies to the strawberry; that the adults of the crown borer and such insects are unable to fly from field to field, and that the only way these insects may reach your farm is by getting plants which have been infested with them. These insects are especially liable, he says, to injure old strawberry fields or those which are replanted without some intervening crop.

During the past season we have visited many straw-

berry sections of the Far West, where the growers have been fruiting fields of plants from three to ten years without any rotation of crops, and when they set their new fields plants were taken either from their own fruiting beds or from those of their neighbors. And in these districts we found many fields of plants absolutely in the control of these insects. In these same districts we found growers, who allowed their fields to fruit two years only, who purchased plants which were entirely free from any insects of this kind, and who were now growing many more berries per acre and fruit of higher quality than they did when they started in the business.

We have been growing strawberry plants for nearly thirty years, and never allow any field of plants to fruit more than two crops. We follow the rotation

system, and never have found one of these insects upon our farms. We have our farm divided into two sections; one-half growing strawberry plants for this year's trade; the other half growing a leguminous crop and being prepared for plants the following year. This gives us what may be practically called new soil for plants every year. If growers will use the Kellogg Thoroughbred Pedigree plants and follow the rotation system, allowing no field to fruit more than two years, where grown in



WEAKENED BI-SEXUAL FLOWERS

THESE flowers were taken from common plants that were shipped to us. They have been weakened by pollen-secretion and seed-production. Note the few and weak anthers which are unevenly developed around the pistil cone. In fact there are only nine or ten anthers on each flower, and these are immature. This explains why plants which are propagated without regard to selection can not be depended upon to give satisfactory crops of berries. As some growers describe the situation, the plants are "run out." Could anything illustrate more clearly the reason why growers should never take plants from a fruiting bed, or try to grow plants and fruit from the same mother plants, or to set any but the very best quality plants available? We think not.



KELLOGG THOROUGHbred PLANTS GROWING AMONG THE COLORADO MOUNTAINS

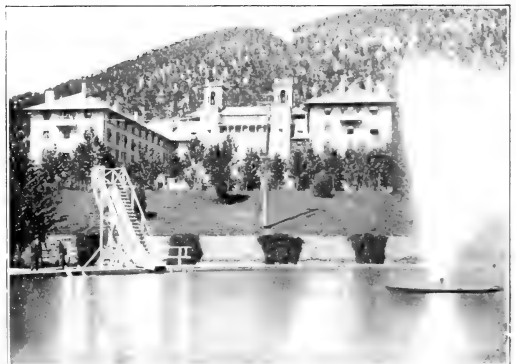
THIS view represents a field of our plants growing at Glenwood Springs, Colorado. Elmer E. Lucas, manager of one of the finest hotels in the country—the Hotel Colorado in the town above named—grows strawberries from Kellogg plants not only for his guests, but also for the market, and he writes us that in the season of 1912 he netted \$1,200.00 from one acre of our plants. To indicate how rapidly they are sold he tells us that a local grocery house—Dugan & Co.—had seven cases of berries when the store opened in the morning and by nine o'clock all were sold out, and the price paid for them was \$3.50 per crate. He set a very large number of our plants in 1912, and under date of August 15 writes as follows: "The new plants received from you are doing finely, especially Jocunda, which were received from your Twin Falls branch farm. Fendall and Chesapeake are the next best, and I am looking for great things from all of these varieties." We are sure Mr. Lucas will not be disappointed.

the matted-row system, and not longer than three years, where grown in the hill system, we can assure them that no insects ever will do you any injury, even though you are in a district where your neighbors' fields are infested with them.

No other crop is more easily controlled and kept entirely free from insect pests than the strawberry, where the simplest forms of good cultivation are observed as above outlined. And we know it to be a fact that there is more money made in the strawberry business, when fields are allowed to fruit only two years, than where they are allowed to fruit for a longer period of time; for the rotation of crops keeps the soil in a state of high fertility, and, as all authorities agree, it is the old plants that cause all the trouble.

As to Pruning Plants

IN our 1911 book we advised our customers that we should prune all strawberry plants shipped from our farms. So many growers wrote us that they preferred to follow their own ideas in this regard that in our 1912 book we advised our cus-



Hotel Colorado at Glenwood Springs, Colorado
Where Kellogg Co's. Thoroughbred Pedigree berries are exclusively served. A delightful place to rest and recreate.

tomers that we should prune plants only when requested to do so. From letters received from



GROWING KELLOGG PLANTS IN UTAH BETWEEN ROWS OF YOUNG APPLE TREES

THE above illustration is from a photograph sent us August 24, 1912, by J. F. Thrasher of Lehi, Utah. From this two acres of orchard (the trees occupy a great many square feet of space) Mr. Thrasher gathered 16500 quarts of berries in 1912 and in writing us says: "I intend to set out two acres more next spring and would like to buy all my plants from you, as they are doing so much better than plants set from home-grown stock." This is the almost universal report received from our plants.

our customers after shipping out plants in 1912 we conclude that our position in this matter has not been fully understood, and therefore we repeat what we said in our 1912 book, that it will be necessary for each customer to make a distinct request that plants be pruned if he wishes to have us do so. Therefore, kindly state when forwarding your order just what you would have us do as regards pruning.

Strawberry Growing for Women

EVERY year comes the accession of a great many women to the ranks of successful strawberry growers. One of the very interesting features of the correspondence of the R. M. Kellogg Co. is that which has to do with this very important branch of its work. Not only are the women keenly alive to the profits and pleasure which this work affords, but they enter into the work with such zest and spirit as to insure the highest order of success. Here is a typical letter from one of these successful growers. It comes from Miss Sheldon Fletcher of Linden, Mich., who under date of June 25th, 1912, writes:

"I am very well pleased with this year's growth of berries. I have had to turn away several customers, so great is the demand for my berries."

Mary E. Cheney, of Sparta, Wis., writing under date of June 26th, 1912, says:

"We have dealt with you in the past and are very much pleased with your plants."

Mrs. Lillian French of Kingfield, Me., in a letter of date April 1st, 1912, says:

"The plants we got of you in 1910 did finely last year regardless of the fact that we had very little rain and a great deal of hot weather throughout the entire season."

Mrs. Josephine Pinnell of Lebanon, Ind., writing under date of January 25th, 1912 says:

"I send herewith another small order for strawberry plants. Last year was very dry and in consequence I did not raise many berries, but what I had were splendid and the plants were surely all right, and so I am going to start another small patch. The Kellogg plants are the best ever."

The number of women, who for one reason or another have been compelled to make their own

way in the world and who have found strawberry growing not only the greatest source of profit but of pleasure and health as well, is quite remarkable, and suggests to all others, who may be in like situations, the possibility of adopting this means of livelihood.

We take great pleasure always in assisting those who are new at the work to win success in the strawberry field. This is especially true of those who, like the women above described, have found it necessary to "work out their own salvation" in a very busy world.



IN sending us the photograph of this fine lot of strawberry plants W. W. Martin of Brookfield, Mo., writes that the seven rows are composed of seven different varieties of Kellogg Thoroughbred plants, and that each variety looks equally thrifty. Where our plants receive such care as Mr. Martin has manifestly bestowed upon these plants there can be no doubt about success. And it pays big in pleasure and in cash.

Kellogg's Prize--the Most Wonderful Strawberry Ever Originated

WONDERFUL in every way—wonderful because of the immense size of the individual berry; wonderful in the tremendous yields of berries to the acre; wonderful in the rich coloring of the fruit and its delicate and delicious flavor; wonderful in its quality of firmness that makes it a shipper without a peer; and absolutely unique in the fact that its annual output of berries increases with the years, the fourth crop grown being larger than any of its predecessors. So wonderful and so unique is it, so nearly absolutely perfect in all the essentials of a great strawberry, and containing within itself to so remarkable a degree all the points of excellence which distinguish fruit of the highest class, that we are led to give it the name of Kellogg. We long have been looking for a variety upon which we might worthily bestow this name, which for more than thirty years has been associated with all that is high and progressive in the strawberry world. And before doing so we tested it out through three successive seasons in our own trial block after its originator, a strawberry grower of wide experience and success, had tested it for years on his home grounds and pronounced it, without exception, the greatest and noblest strawberry ever produced.

In describing this extraordinary variety we would not, indeed, we could not, overdraw its splendid qualities. Greatly impressed with it as we were when first we saw it, because of its magnificent foliage, its splendid vigor and beauty, it was the vision of it in full fruit in our own test block in 1911 that caused enthusiasm to break all bounds. The test was in competition with sixty others, among them several magnificent varieties; but not one of them approached in beauty and real quality Kellogg's Prize. In 1912 we tested our Prize in competition with 120 other varieties, made up of all the leading standard sorts and about sixty of the more promising recent originations, but Kellogg's Prize stood "head and shoulders" above everything else in the block.

Then it was decided to secure all the rights in this marvel of the strawberry world and President Frank E. Beatty at once proceeded to LaGrange, Ill., where it was fruiting in two fields separated by considerable distance and representing two kinds of soil, differing one from the other and neither being at all like the sandy loam of which our own farm at Three Rivers is composed. We quote from Mr. Beatty's report:

"I was first shown a one-year-old bed of plants from which they were making their

first picking, June 18. I parted the tall heavy foliage and looked down into the center of the plants, and witnessed the greatest display of fancy strawberries I ever have seen. The berries are actually as large as hen's eggs, nearly all perfectly top-shaped and piled in windrows about the plants. It is no exaggeration to say that the berries in that field would make 8,000 quarts per acre, and this I consider a modest estimate. I was then taken to another farm, about two miles distant, where the Prize was growing in soil somewhat different from the other field. I was there shown a block of plants which were fruiting their second year, and these were much more heavily loaded than were the one-year-old plants. A second block in this field was bearing the third crop, and this was even more productive, and in still another block were plants that were in the fourth year of bearing, and these were by far the heaviest fruiters of all, and I believe would yield 12,000 quarts of fancy berries per acre. In short, each year of growth not only increases the yield of fruit, but increases the size of the berries, and the four-year-old plants yielded the largest berries and the largest quantities of berries I ever have seen in all my years of experience as a strawberry grower."

Kellogg's Prize is a pistillate variety, and yields a continuous supply of fruit from early to very late. In a letter dated August 25, 1912 the originator of Kellogg's Prize writes us as follows: "The variety continued bearing a little later than Sample or Stevens' Late Champion. On July 16 I picked five quarts, the last to be found on the vines. [It must be remembered in this connection that this great variety began fruiting in mid-June, therefore its fruiting season continued for fully four weeks.] The demand for fancy selected berries continued as long as we had any Kellogg's Prize with which to fill orders. It was a common remark of our customers that they did not know strawberries ever grew so large. If the actual value of this variety could be known to your customers, you would not be able to supply the demand for plants."

The berries of Kellogg's Prize are very highly colored, with golden seeds, the rich color extending to the center. Flavor is surpassingly delicious. Nothing excels it as a shipper. The calyx is ample, in harmony with the size of the berry, and the foliage is extraordinarily large as befits a yielder of such great crops of big red berries. Under



A SINGLE FRUITING STEM OF THE "KELLOGG PRIZE" VARIETY---A book devoted exclusively to describing this variety could not be more convincing of its wonderful productiveness than is this illustration. Everyone should test it.



A BLOCK OF KELLOGG'S PRIZE PLANTS

THIS scene illustrates our field of Kellogg's Prize strawberry plants as they appeared September 5, 1912. Please note the uniformity of the foliage and the great vigor of the plants. It would be hard to find anywhere thrifter plants than these. When this photograph was taken the plants were a foot high when grown in matted rows as shown. Where grown in hills they are much higher, of course. It is from plants of this extraordinary quality and possessed of great vitality that the splendid crops of Kellogg's Prize berries are gathered. As the cut indicates, we shall have a fine crop for distribution in 1913, but the interest already aroused in this great variety makes it important that our patrons should send their orders to us very early.

the shade made by its abundant foliage the berries ripen without a suggestion of sunscald.

You should not fail to order generously of this most remarkable variety for setting in the spring of 1913. Kellogg's Prize plants will make the man who grows them the "first fiddler" in his region.

Looking After Customers' Interests

SOMETIMES, as is true of all concerns doing large shipping business, transportation companies fail to perform their part of the contract, or through delay, neglect or accident, plants fail to reach their destination in proper condition. Whenever such troubles occur we insist upon our customer's right to be repaid for the actual loss sustained, and succeed in many cases in securing an entirely satisfactory adjustment. Two years ago we sent a large consignment of plants to a Washington customer. It took two years for us to effect a settlement, but we finally succeeded in having the express company return to this customer \$60.00 for plants injured by improper delivery.

Another case in point is that of Harry Moyle of Richmond Hill, Ont. In the spring of 1909 we shipped Mr. Moyle plants to the value of \$22.96. By some error the express company carried these plants more than a thousand miles out of their way, and they were several weeks on the road, with the result that the plants were ruined when they reached their destination. We persistently demanded a settlement of the case in Mr. Moyle's behalf, and December 19, 1911, after

more than two and one-half years of correspondence, we had the pleasure of sending to Mr. Moyle the amount of money he had paid for the plants. Under date of January 9, 1912, Mr. Moyle writes as follows:

"I have just arrived home after an absence of six weeks and found your letter of Dec. 19th with check inclosed awaiting me. It is certainly owing to your valuable assistance in so persistently urging my claim the refund has been made by the express companies. Please accept my hearty thanks for your kindness in this respect."

J. B. NICHOLS.

One customer writes as follows concerning the manner in which we inform growers in relation to the practical side of strawberry growing:

Waltham, Mass., Feb. 22, 1912. "I wrote to one of the largest strawberry growers in New Jersey about the same as I wrote you. He sent back a letter with three lines in it. I like the way you answered my letter, for you wrote in reply just what I needed to know. I believe there is nothing like Thoroughbred plants."

We mention these cases, not for the purpose of boasting, but because we believe our customers will be glad to know that they are not to be left alone to fight for their rights in such instances as are given above.

One Cause of Our Rapid Growth

SATISFIED and enthusiastic customers are the very foundations of the success of the R. M. Kellogg Co. Thousands of letters, attesting the merits of our Thoroughbred plants, come to us every year, and it is the writers of these letters who buy from us year after year many millions of strawberry plants. Nor do they stop with that, but very many of them are kind enough to tell



THESE SIX STRAWBERRIES WERE PRODUCED BY KELLOGG'S PRIZE PLANTS

NOTE the size and uniformity of these berries. Also the handsome calyx. In making this photograph the size of the berries were reduced by about one-fourth; in other words, the picture shows berries about three-fourths their natural size. This variety will put those who grow them into a class by themselves. It is the prince of strawberries and will win instant favor.

their friends near and far of the extraordinary success they win through the planting of Kellogg plants and following the Kellogg methods of growing strawberries, with the result that new customers by the hundreds come to us each year through the generous words of praise spoken in behalf of our plants and our methods of doing business by our old-time customers. Wm. S. Matsemaye, of Medford Station, L. I., N. Y., under date of June 24th, 1912 says:

"My neighbor, Mr. Knight, buys strawberry plants from you and speaks very highly of them, and that is why I should like to try your plants."

From Oklahoma comes a letter of similar import from F. E. Goble of Ft. Cobb who says:

"I have been advised by Mr. Calvin of this place that you have extra good plants. Will you please send me your catalog and let me know how soon you can ship me some good, strong plants?"

In short, perfectly satisfied customers form the real foundation of all of the great mercantile enterprises of the country and insures the steady

ly increasing expansion of trade of such houses as are fortunate enough to win and hold that kind of patronage. It is the aim of the R. M. Kellogg Co. to have none but satisfied customers, and through its methods of growing, packing and shipping strawberry plants of highest quality and dealing with each customer absolutely upon the basis of the "square deal," we have laid broad and deep the foundations of our trade. To this cause is to be attributed the extraordinary development of the R. M. Kellogg Co.'s business.

Special Request to Every Customer

IF you make any change in your address, whether it be simply a local change, or you remove to another locality, we shall esteem it a great favor if you will immediately send us full information both as to your new address and to the former address. This will insure our annual book coming to you promptly, and it also will be a great accommodation to us.



HELEN DAVIS PLANTS GROWING ON THE PLACE OF THE ORIGINATOR

THIS great variety is growing steadily in popular favor. We take pleasure in presenting this illustration of a line of plants destined to be of great value to the strawberry world. Note the fine rows, the high and beautiful and strong foliage, intended by nature to carry the immense crops of fine fruit this variety yields. No other variety has won more or firmer friends.

Great Crops of Strawberries and How to Grow Them

IN the second article in this book, which is entitled "Building Kellogg Plants," we have discussed the importance of proper soil conditions and have quite exhaustively set forth the methods we follow to produce our famous Thoroughbred

Essentials to
Strawberry Success

Pedigree plants. We describe therein our use of various forms of fertilizer and explain the functions performed by nitrogen, potassium, phosphorus, humus, and lime, and our use of the most scientific methods in every way to produce desired results in the form of vigorous, thrifty and productive strawberry plants. Now, the same general principles obtain in producing fruit from the plants that apply in the production of the plants themselves. But, as we produce plants for something like 100,000 customers, and as they are to be set out and grown under all sorts of conditions—in heavy clay soils, in sandy loam and clay loam, in almost pure sand, in the rich black soil of the Western prairies, in the volcanic ash of the Inter-Mountain states, and under varying conditions of soil and climate in the tropics, Asia and in Australasia, and in European countries—we follow out our methods with a degree of elaboration that is hardly necessary in the case of the strawberry grower who has the advantage of starting out his work with plants of the Kellogg quality. Therefore, while we advise our patrons carefully to read what we have said in the article to which we refer, in order that they may have a clear understanding of the nature and value of the steps we take to insure high quality in our plants, we would not have them think it

necessary to be so painstaking in the work of growing strawberries, for as a matter of fact there is nothing more simple in the world than the production of strawberries, provided intelligent care be given to soil preparation, selection of plants and proper cultural methods.

LET us consider at the outset the matter of soil, and let it be understood that strawberries will grow successfully under as great a variety of conditions as will potatoes or turnips or cabbage or any other of the commonest sorts of vegetables or grains. In a word, your soil is just the kind of soil in which to grow strawberries whether it be sand, sandy loam, clay loam, clay, black prairie soil or volcanic ash. Indeed, the soil may be likened to a feeding trough. It doesn't make any difference whether you feed the hogs from an oak trough or a pine trough—the result would be identical in either case. The soil is only a medium through which the plants receive their food. Therefore, the important thing for the grower to do is to see that his soil, whatever its nature, is properly supplied with the elements necessary to the feeding and growth of the plants. Once we get this thought clearly in mind the whole matter of crop production is simplified, and each grower may be confident that his soil will do just as well as anybody's else soil if it be in the proper condition for the sustenance and development of plant life. In one word, the ideal soil conditions for successful strawberry culture may be had almost anywhere in almost any well-

Strawberries Thrive
in Any Soil



A FRUIT BASKET OF HAVERLAND BERRIES

HAVERLAND is one of our great pistillate varieties of the mid-season; is wonderfully productive of large, long berries, bright crimson in color, very round at the stem end, gradually tapering to a point. This pistillate wins its way in all markets, and once it has been well introduced, it holds a prominent place in the lists of growers. For the season of 1913 we have grown an extraordinarily large crop of this variety, for after twenty-three years' experience with this variety we realize the necessity of having an ample crop if our patrons are to be fully supplied. In some sections of the country the Haverland is grown in greater numbers than any other variety ever originated, and it is safe to say that it will succeed practically everywhere in this land.

drained land, by preparing it as described in the early pages of this book.

BARNYARD manure is one of the strawberry grower's most valuable assets. Therefore, he should give great attention to conserving this fertility and seeing to it that it is properly applied to the soil. The average strawberry grower, of course, will hardly have use for the manure spreader, although wherever the spreader is available it should be employed, both as a matter of economy as to the fertility itself, and to its greater value where it is evenly spread over the surface of the ground. But where the manure spreader is not available, the time spent in spreading the manure by hand will be repaid many times. After the manure is spread comes the breaking up of the soil. In doing this work be careful to see that every particle of hard soil is worked up and into as mellow a state as it is possible to get it. The depth to which one should plow depends upon the nature and formation of the soil. Where the soil is deep one may go as deeply as eight inches, but in shallower soils the depth should not exceed from four to six inches.

FOR our present purpose we shall consider the three soils most common the world over, namely, those having a sandy nature, those in which clay predominates, and the so-called black

soil. In the mere matter of furnishing plant food to these soils the methods we have referred to will do for all of them, but from the mechanical point of view the treatment will be quite different. In the case of soils where the sandy quality predominates the surface should be rolled and thoroughly compacted so that the plants may rest in a firm and close-fitting garment of earth. While it is true that the roots of plants must have air, it also is true that they must not be given too much air, and unless the loose, coarse sand or sandy loam is compacted either by rolling or floating, the roots will be over-supplied with air. However, rolling never is done if the soil is at all wet. To do so means the caking of the surface, which is one of the things always to be avoided. Whenever rolling produces a "pasty" effect, leave the rolling out and wait until the soil becomes crumbly when pressed together in the hand before attempting to roll at all.

Compacting
Light Soils

JUST the reverse treatment is true of clay soil so far as compacting goes, for it is the nature of clay to compact itself, and instead, therefore, of rolling the soil, we need to pulverize it thoroughly before the plants are set and stir it frequently while plants are growing in order that the process of decay of the vegetable matter in the soil may be normally maintained. Therefore, cultivation should be deeper in clay than in sandy soils. As a rule,

How to Prepare
Clay Soils



A CLUSTER OF WM. BELT BERRIES

THIS variety grows big crops of big, red berries that hang in clusters from powerful stems. There is just sufficient variation in form of the fruit to make a box of them very attractive. The flesh is very rich and meaty and of deep red which extends to the center. The berries are in every respect extra-fancy, and the fact that it grows, like its famous mate, Glen Mary, under practically all conditions makes it one of the most popular varieties ever originated. We have grown this extraordinary variety for seventeen years, and we can say with entire confidence that growers should set generously of this variety. Both Wm. Belt and Glen Mary have reached the highest point of popularity in the Inter-Mountain states, and they are rapidly becoming equally as popular, as they become known, from California to British Columbia. Don't fail to give them a thorough test.

cultivation should be at least four inches deep. In running the cultivator in clay soil, therefore, it will be necessary to take care that the two cultivator teeth coming next to the plants shall be at least one and one-half inches shorter than those working in the center of the rows. It will be a simple matter for your blacksmith to shorten the teeth as is required. In soil of this nature we recommend, in addition to the use of the twelve-tooth cultivator, that the five-tooth cultivator be used as frequently as every two weeks in the stirring up of the center of the spaces between the rows.

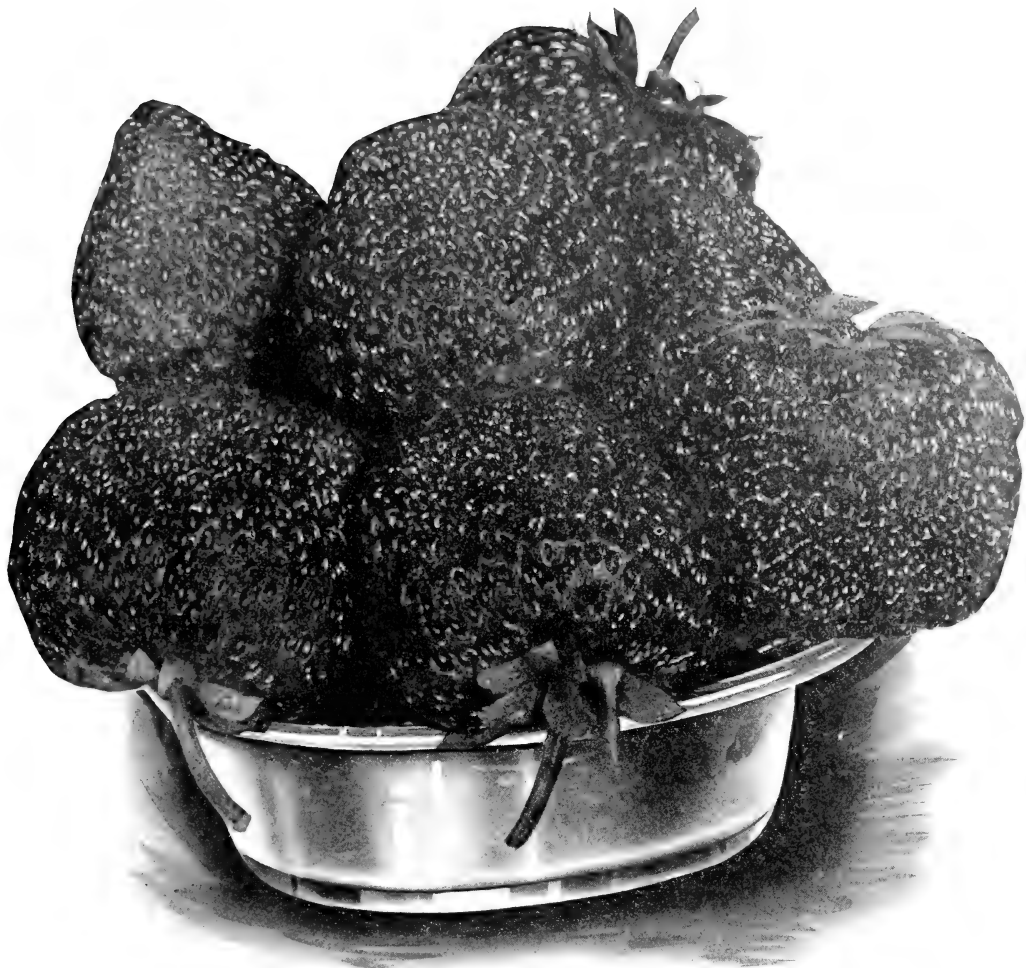
HAVING your soil in perfect condition, the next essential for big crops of big red berries is perfectly developed plants. If you have purchased plants of high quality from a reputable source, you may with confidence go forward with your work, and it is important that you make all of the conditions as comfortable for the plants and as encouraging to productiveness as it is possible to do. One of the important things to this end is the removal of all buds and blossoms from each plant during the first season of its growth. When this is done all of the strength of the growing plant goes into the development of massive roots and

crown systems and upon these depend the quality and character of the fruit yield. Therefore, be sure to check the plant's tendency to fruit while it is yet young by pinching off each fruiting stalk. One man easily will do this work on one acre in half a day. The results of the careful observance of this rule will be a vigorous and symmetrical plant development, and this in turn means large yields of splendid fruit. When possible, cut or pinch off every bud-stalk before the buds open.

THEN there is the necessity of removing surplus runners. By surplus runners we mean those young plants that develop after you have formed your system. If your system is the single-hedge row, then you will permit two runner plants to grow and will layer them directly in line with the mother plant. If you have adopted the double-hedge-row system, you will allow each mother plant to mature four runner plants, and these runner plants will be layered X fashion, the mother plant forming the center of the X. Or, if you desire to grow your plants by the hill system, then you will allow no runner plants whatever to form, but the mother plant itself will be encouraged to develop a great fruiting system. The fewer runner plants, the more vigorous the mother

Removing Surplus Runners

Good Plants are Essential



A SPECIMEN DISH OF OUR GLEN MARY BERRIES

GLEN MARY is one of those universal varieties that grow more popular year by year. There are few other berries having a wider habitat than this variety, and it is strictly correct to say that it is everywhere successful from Maine to California and in far away British Columbia as well. A heavy grower of big, dark red beauties, its popularity is not to be wondered at. The berries are inset with bright-yellow and very prominent seeds which give them a beautiful appearance in the box. As a shipper it has no superior and this makes it exceedingly desirable in the commercial grower's field. Glen Mary, although a bisexual, is not a strong pollinizer and we recommend that it be set with Wm. Belt. The constant increase in orders year by year has led us to grow a very large number of this variety for 1913, and we expect to be able to fill all orders that come to us.

plant will be, of course, as the production of the runner plants draws heavily upon the physical resources of the mother plant. With this explanation it will be easily understood how important it is that restriction be used and the number of runner plants be limited to actual requirements. Some varieties make very long runners; other varieties, short ones. Wherever a runner forms a bud or node and seeks to strike its roots into the soil, help it to do so by placing a little soil, when hoeing, just back of the node or bud. Not only will this be an aid to the young plant, but it will relieve the mother plant of supplying sustenance to the runner plant and will hasten the time when the new plants will become entirely independent.

NOW you have the ground thoroughly prepared and your plants in hand, and we have reached the important operation of setting out the plants. This is not a difficult operation at all, and to one who is in practice, an easy and simple task.

One having many plants to set would better pad his left knee with a piece of burlap or something of that sort so that he can get right down to earth in doing this particular job. We use a dibble for setting plants and never have found anything to equal that simple little instrument in handling the plants at setting time. One of our friends, W. S. Wolf of Tabor, Ia., wrote us in April last as follows concerning the little implement: "The dibble is great for setting out plants; would not know how to get along without it now." That exactly expresses our sentiments, and we believe if you will try the dibble when setting plants you will find it the most convenient little tool ever invented. We carry the plants in a basket, one end of which is hooded so that the hot rays of the sun will not strike the roots of the plants while they are out of the ground. Such little attentions as this have very much to do with making success with strawberries. Use the dibble to make the opening in the soil and to close over the

Setting Out
the Plants



TYPICAL SPECIMENS OF GOODELL AND MARSHALL BERRIES

HERE we show a berry of each of two varieties—the one on the right the Marshall, the one on the left the Goodell. One of them, the Marshall, has enjoyed for twenty years a universal popularity; the other promises to share with Marshall the latter's extraordinary popularity all along the Pacific Coast. The Marshall is so well known as to require no special mention here except to say that our strain of this variety, if anything, is more vigorous and prolific at this time than it was nineteen years ago, when we first introduced it to our customers. As to Goodell, the experience thus far had with this variety in Washington and Oregon indicates that it is to take a place along side, not only of Marshall, but of Magoon and Clark's Seedling in its wonderful productiveness. To this quality is added those of fine form, fine color and fine flavor. This is the first year we have offered Goodell to Pacific Coast friends, but we do it with complete confidence that they will find this variety in every respect ideal.

roots of the plants just as you would do if you were setting a tomato or a cabbage plant, and the work will be done neatly and with dispatch.

NOT long ago we received a letter from one of our customers saying that she had purchased quite a number of plants from a local nursery, had set them out with care, but, although the fruiting season was past, she had had no fruit whatever. We investigated the matter

and found that the local nursery had sent her only pistillate varieties without mentioning the fact; indeed, we found out that the local nurseryman from whom she bought them did not even know there was a question of sex in plants. If you will note our descriptions of varieties, you will see that every variety has following it a letter (B) or (P). (B) stands for the word, bisexual, which means, of course, that the variety thus indicated is both staminate and pistillate, or what is known as a perfect-flowering plant. It also is designated as a "male" plant. The bisexual plants require no mating, but will yield full crops of fruit when set entirely to themselves. On the other hand, the plants marked (P) are pistillate only and unless they are pollenized by a bisexual or male or perfect-flowering plant they will yield no fruit. If you will note the illustration on Page 26 of this book, you will see that in the center of the bisexual flowers the pistils are surrounded by anthers or bulb-like protrusions. These bulbs are filled with a flour-like substance called pollen which not only fertilizes the pistils that they surround, but this pollen is carried to other

pistils all over the patch and this fertilizes or pollenizes all pistils with which it comes into contact and thus every blossom becomes a berry. If you will note the illustration at the top of Page 27, you will see that none of these anthers appear, as the illustration is of pistillate flowers.

WE explain this matter fully so that everyone may understand how necessary it is that one always should set bisexual plants, and that where the pistillate varieties also are chosen they should be so arranged that the pollen of the bisexuals will reach the bloom of the pistillate plants. In order that complete pollination may be secured, we advise the setting of pistillate varieties between rows of bisexuals of the same season. Or, one may set the pistillate varieties between bisexuals of an earlier and a later season. In arranging the plants, if you desire to do so, you may set one row of pistillates, or two rows, or as many as three rows of pistillates, between the two rows of bisexuals, as pollen will easily be carried over several rows of plants. As pistillate varieties frequently are the heaviest of yielders (a case in point is our wonderful Kellogg's Prize), growers prefer to set a greater number of pistillate varieties than of bisexual varieties. Therefore by arranging three rows of pistillates between flanking rows of bisexuals this may be done with full assurance of securing the largest possible yields from the pistillate varieties. For instance, if you wish to set largely of Haverland, which is a pistillate, you should first set one row of Senator Dunlap, then three rows

Proper Mating
of Varieties



JOCUNDA STRAWBERRIES—A MONEY-MAKER IN THE INTER-MOUNTAIN STATES

JOCUNDA is medium early and is one of the greatest money-makers throughout the Inter-Mountain states. It is a wonderful fruiter, the berries are large with a bright, shiny surface, and the sparkling yellow seeds make them all the more beautiful. The berries are bright red, velvety in texture and very juicy. The calyx is large and beautiful. The plant is exceedingly hardy, and a heavy runner-maker. When grown in hills the plants attain immense size. The leaves are round and quite large, supported by long stems, which give splendid protection to the fruit. We advise all our Inter-Mountain State friends to set a large acreage to Jocunda, and we are confident that this great variety soon will become a favorite in the Central-Western states. We have a large stock of these plants, but the demand for them is so great and so universal as to make it necessary to order early. An experienced Colorado grower writes us that the variety called "Remington," grown at Steamboat Springs, is really Jocunda.

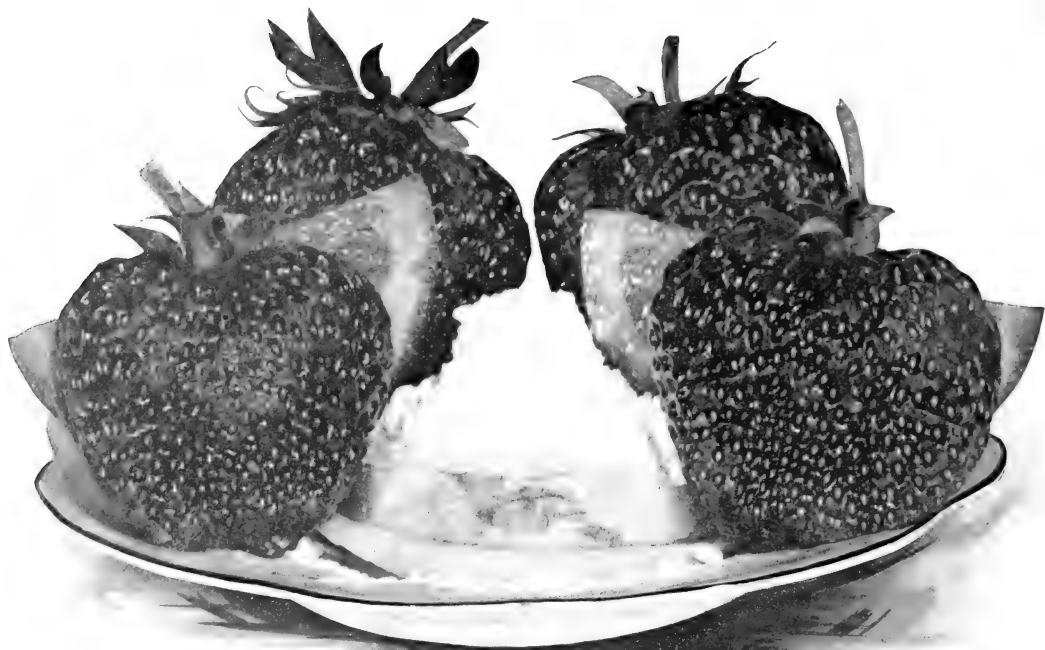
of Haverland and a fifth row of Parsons' Beauty; then three rows of Haverland and so on. Or, you may set Haverland in the same manner between rows of Longfellow and Clyde, or between Helen Davis and Wm. Belt. The idea we wish to convey is that a pistillate will give greater returns and more fancy fruit when grown in rows between two bisexuals, one of which should be earlier and the other later than the pistillate.

CULTIVATION should begin as soon as possible after the plants are set in the ground, and this should be repeated every eight or ten days thereafter if the weather remains clear. Whenever it rains, however, you should be in your strawberry field as soon as soil conditions render it possible to do so. But never cultivate the soil before it will crumble when disturbed. Soil conditions always should determine the time of cultivation. One thing that never should be neglected is the tendency of the soil to form a crust. Here are some of the desirable results of cultivation: Cultivation prevents the crust from forming on the soil's surface, and destroys all weed seed while they are in the germinating stage. Continuous, vigorous growth is obtained only when the digestive organs of the plant are in a healthy condition. To keep the digestive organs

in a healthy condition we must keep bacteria active. To keep bacteria active we must supply them with an abundance of air; and to supply air we must cultivate. Cultivation forms a dust mulch, a dust mulch retains moisture, moisture dissolves plant food, plant food makes active roots, active roots build up a big foliage, a big foliage makes perfect digestion, and perfect digestion develops a heavy fruit-bud system and keeps up a continuous, vigorous growth. Let us add that the grower should never fail, at the last cultivation in the fall, to run a narrow furrow down the center of the spaces between the rows, so that all surplus water from heavy rains or melting snows may quickly drain away. Make this furrow from four to five inches deep.

SOME growers prefer to cultivate their plants by the hill system, others like the single-hedge row, and still others, the double-hedge row. There are some growers who still continue to grow plants by the narrow-matted row, but this is something we never advise. The grower should consider his market when setting out his plants. If he is near a large city and has a trade that is willing to pay fancy prices for fancy fruit, there is no doubt but the largest results will be secured from the hill system. If one's plot is limited as to size

Different Systems Followed



SOME SPECIMENS OF BUSTER STRAWBERRIES

THE name of this variety is suggestive of one of its chief characteristics—its record-breaking yields of very high quality berries. The slices of orange and the pineapple, on which the sugar rests indicate what a tempting dish this combination makes; and they are just as good as they look. Buster is a cross of Sharpless and Bubach, and contains the very best qualities of both of these popular varieties. In size it is very large; in color, a bright red. The flesh is of fine quality, is firm, and Buster is an excellent shipper when the distance is not too great. As a profit-maker it has few equals, and we unreservedly recommend our customers to set largely of this variety, with entire confidence that they will be entirely satisfied with the results.

and all of the work is to be done with a hoe, we advise setting plants 15 x 15 inches apart. This calls for 27,750 plants to the acre. Set at these distances apart the plants will be open to the sunshine and the air, and each plant will develop very large and vigorous roots and crowns, capable of producing very large quantities of extra-large berries. Where the fields are extensive and the grower is to cultivate with the horse, rows for the hill system should be made 30 inches apart and the plants set 15 inches apart in the rows. When these distances are observed it requires 14,000 plants for one acre.

GROWERS should utilize to the full the area of ground given to strawberries. Some growers insist upon making their rows four feet apart. This is a great waste of land and leads to a large and useless expenditure of time (which is money) in cultivation. Incidentally, the fertility in the waste spaces between the rows also is lost; so that this method, from whatever point of view considered, is to say the least uneconomic. As we have said above, we do not recommend the matted-row system, as this system tends to produce very small berries and should be employed only where the fruit is grown for the cannery. For the single-hedge row and the double-hedge row that are to be cultivated with the horse, three feet is ample width between the rows. Then set the plants 24 inches apart in the row, and the mother plants, with the two or four runner plants permitted to grow in accordance with the system adopted, will have ample light and air in which to develop generous crops of fine fruit. When plants are set

3x2 feet, as here suggested, 7,250 plants are required for an acre.

THE strawberry has few enemies in the form of insect pests or fungous diseases. But this fact should never lead the grower to be unmindful of his duty to be at all times prepared to meet any troubles that may come to him from these sources. For any insects that eat holes in the leaves of the plants be in readiness to spray with arsenate of lead, using three pounds of lead to 50 gallons of water. Put the lead into a three-gallon bucket; pour over it enough water merely to moisten; then pulverize the lead, adding water as you proceed, until the lead is a creamy paste. To this paste add 50 gallons of water and mix thoroughly. As a rule, one spraying of arsenate of lead will destroy any leaf-chewing insect. In the case of the leaf-roller arsenic should be added. To prepare the arsenic take one pound arsenic, two pounds sal soda and one gallon of water; boil until all are perfectly dissolved; when cool use 1½ pints of this solution, 2½ pounds arsenate of lead, prepared as above described; and two pounds of lump lime, slaking the lime before using, of course. This is a rank poison.

THE remedy for fungous diseases, such as mildew, rust or blight, is lime-sulphur solution prepared in the proportion of two gallons of solution to 50 gallons of water. We advise our friends to purchase the prepared lime-sulphur solution, as it is quite inexpensive on the one hand, and the mixture is more perfectly prepared than the

Make Best
Use of Land

Insect and
Fungous Enemies



LONGFELLOW THE LEADER OF EARLY VARIETIES

IN Longfellow we have a variety that has all of the strong points which go to make up the ideal berry. The fruit is very large, of deep red color, which extends clear to the center. The outer surface is of firm texture which makes it one of the very best shippers. Longfellow is enormously productive of strictly fancy and uniform-sized berries, that never fail to command top-notch prices. It has a long fruiting season and is a powerful pollenizer. The foliage is a beautiful light green with tough leaf-tissues which are not affected by fungus. Its roots go deeply into the soil and the plants withstand more drouth than do most varieties. It is a strong bisexual and one of the earliest fruiterers ever originated. Its fruit is unusually sweet. This variety makes a large number of strong runners which root immediately after they form. It is handled very easily in the fruiting bed. This is the seventh year we have had the Longfellow under our methods of selection and restriction, and today it is one of the most universally popular varieties known. Charles Hey, an extensive grower of strawberries at Dixon, Ill., advises us that he finds the Longfellow so prolific a bearer of high quality fruit that he is making our Longfellow and Staples his leaders and finds them the best combination he ever has grown. From Clarence Ragan of Fillmore, Ind., comes the following, written under date of June 3rd, 1912, in which he refers to the extraordinary success he has had with Kellogg plants through following the Kellogg way, and says: "I am particularly amazed at the Longfellow variety. It is a fine berry and the plants are loaded. I wish to thank you for your kind information. Anyone who will follow your advice is sure to succeed." And Mrs. C. P. Plympton of Charles River, Mass., referring to the fine success she is having with our Thoroughbred plants, writes us under date of June 1st, 1912: "The Longfellows are my pride and delight. They are wonderful, and I am convinced the future will justify all your praise of the other varieties sent me. I certainly shall want more of Kellogg's Pedigree plants." Longfellow is just as popular as this correspondence indicates, from the Atlantic to the Pacific, for from away up in British Columbia and from the remote Southwest come reports most flattering to this noble variety. Don't fail to try it.

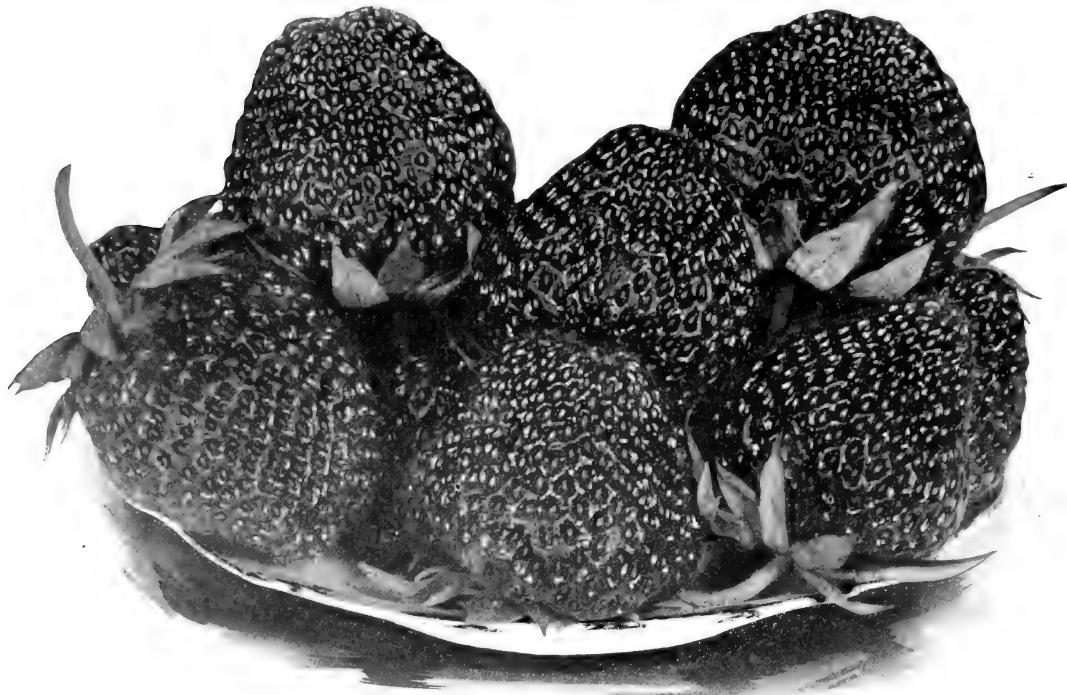
novice would be apt to secure. Spray the plants as soon as any signs of fungous troubles appear, and the lime-sulphur solution will immediately check their future spread. If you are unable to secure lime-sulphur solution quickly, then we advise you to use Bordeaux, which should be prepared as follows: Put four pounds of blue vitriol into a coarsely woven sack. Hang this sack of vitriol in a barrel containing 20 gallons of water, so that the bottom of the bag will rest on top of the water. This will cause the vitriol quickly to dissolve and completely permeate the water. Now take four pounds of lump lime, place it in a wooden vessel, pour over it enough hot water to cover the lime—say two gallons. When the lime begins to slake, stir it to prevent burning. When it has become thoroughly slaked, pour it into a barrel which contains enough water to make 20 gallons of the lime solution. When cool stir thoroughly, and also stir the blue-vitriol solution in the same

way. Then combine and mix them by vigorous stirring before spraying.

MULCHING strawberry plants is a prime essential to the grower's success, and for several important reasons. One of these is the clean fruit which good mulching insures. Nothing is more distasteful and more unsightly than sandy, gritty strawberries, and the man who puts that sort of fruit on the market will have only himself to blame if he finds he is losing his trade. Clean fruit, well-ripened and carefully packed in boxes, is just as appetizing as it looks, and the average man would rather pay 25 cents for a quart of such fruit than to pay 10 cents for the inferior stuff so frequently found upon the markets. Fruit should be so clean as it lies on the straw that no cleaning process should ever be required. As to materials, any kind of straw will produce the desired results, but our first choice is wheat straw; our second

Remedies for
Fungous Diseases

Market Only
Clean Fruit



A DISH OF TYPICAL WARFIELD BERRIES

THE value and popularity of this great pistillate variety is fully attested by the fact that it is now twenty-six years since we added Warfield to our list, and we can truly say that it has increased in popularity from the beginning, until today we grow immense numbers of plants of this variety, not only at Three Rivers, but also at Canby and Twin Falls, for Warfield everywhere is a favorite. A table berry of highest quality, it also has the distinction of being the best canning berry ever originated. In whatever form the fruit is preserved it retains its color and flavor to a remarkable degree, and it is universally popular alike with the commercial grower and with those who grow berries in small quantities only, and easily leads in popularity with the American housewife. No grower should fail to include a generous lot of Warfields in making up his list for 1913 planting.

choice is oat straw. However, shredded corn-stalks, sorghum-pomace, coarse grass, marsh hay, or any other material possessing the qualities found in these will serve the purpose. Our Atlantic-Coast people use seaweed with success. In the South, where freezing and thawing never occurs, the needles of the pine are very generally employed as a mulch.

EVERYWHERE mulch aids to retain moisture in the soil; everywhere it conserves the soil's fertility, and everywhere it keeps the berries clean as we have suggested above. But in the North it is the sure protection against alternate freezing and thawing, and this is a serious menace to strawberry growing, for alternate freezing and thawing causes the soil to heave, and this breaks off the myriad tiny feeding roots of the plants and thus destroys their source of nutrition, resulting in diminished crops and berries of low quality. Under a mulch, therefore, such as we have described above, plants hibernate in safety, and they come out in the spring strong and vigorous, capable of yielding abundant crops of berries. In the midland country, the plants should be mulched a little later and much lighter than in the North—just enough covering over the plants to prevent thawing on bright winter days. In the South it is unnecessary to cover the plants themselves; simply fill the spaces between the

rows for the fruit to rest upon. In Northern latitudes make the mulch from two to four inches deep between the rows and anywhere from one-half inch to an inch over the plants themselves. In the spring simply part the mulch from over the plants, adding it to the mulching already between the rows. Mulch after the first good freeze in the fall, and part the mulching from over the plants as soon as real spring weather comes on.

PREPARATION for second crop should receive attention directly after the first crop has been entirely harvested. The first thing to do is to mow off the plants close to the crown. This may be done with a mowing machine or with a scythe. Some people permit the plants to get perfectly dry and then burn them over. We follow this method with success, but success with burning-over involves great care, and we do not urge this as necessary, although it is true that, where fields are burned over, all fungous spores and the eggs and larvae of insects are completely destroyed and the new plants, therefore, start out entirely clean and free from any threat of trouble along these lines. However, we will say for those who wish to burn over that it is a very simple thing to do. Take a fork full of straw, set it on fire and walk along the windward side of the field, the burning straw being close enough

Mulches and
Mulching

Preparing for a
Second Crop



A FRUITING STEM OF SENATOR DUNLAP BERRIES

SENATOR DUNLAP has the distinction of being one of the most universally known varieties of strawberries ever originated. Like the Wilson of a quarter of a century ago, it is known everywhere, and it is almost everywhere popular. Our strain of this variety has been kept up to the highest standards of production, and we always count upon a heavy demand for this truly great variety. Dunlap yields immense quantities of handsome top-shaped berries, rich dark red in color with a glossy finish, shading to a deep scarlet on the under side. Few varieties yield fruit of such uniform shape and size. It is an ideal berry in every way and fully merits its universal popularity. Senator Dunlap should be set out in generous numbers by all growers.

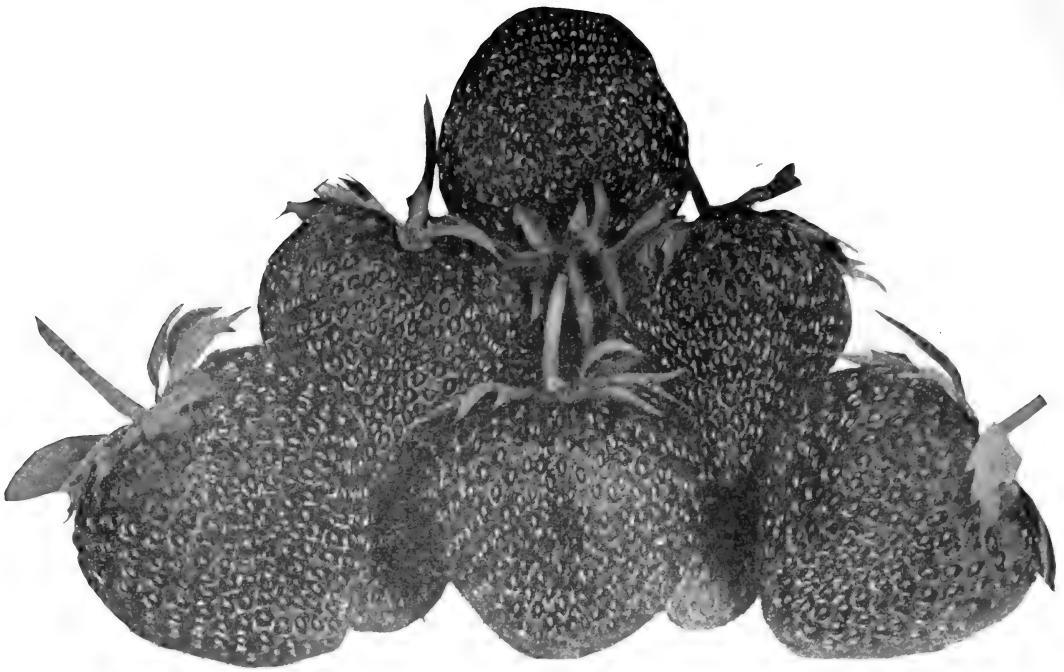
to the ground to set fire to the little mulching that remains. The wind quickly will send the blaze across the field so that it will consume all the old material and other obnoxious stuff. Never attempt to burn over when the plants or soil are at all moist, as quick burning is essential to success.

WHEN the field has been entirely cleared of the refuse matter, whether it be burned over or raked off, take a breaking plow and throw a furrow from each side of the row into the center, leaving the plants about six inches wide in the rows. Then go along the rows with a hoe and thin out the plants until the hills are from 16 to 20 inches apart, being careful to remove the weakest appearing plants. A five-tooth cultivator should be used to level back to place the ridges which the plow has made between the rows. Be careful to see that the soil is drawn all around the roots of the plants which are allowed to remain, and be sure to cover the crowns lightly with soil, doing the latter work with a hoe or garden rake. This will aid the plants to form a

new and vigorous root system which will develop just above the old roots and below the crown. Cultivation and hoeing should proceed exactly as in the case of the new-set bed. Permit these plants to make runners until all the vacant spaces in the rows are filled. For the second crop we advise either the hill system or the double-hedge row for all varieties.

SOMETIMES plants in the spring indicate a lack of vitality. Wherever this occurs we advise the use of nitrate of soda for the purpose of stimulating the plants to secure better results. Nitrate of soda is the one form of fertility that becomes available immediately, and as it is a plant tonic it encourages both foliage and fruit. Sometimes what otherwise would be a decidedly indifferent crop is developed into a very large and fine crop by the use of nitrates. The first application should be made just as growth starts in the spring, and from 75 to 100 pounds of nitrates to the acre may be used. The second treatment of the same kind should be given just as the buds are ready to burst into bloom. The nitrates quickly are

How to Increase the Crop



A PYRAMID OF AROMA BERRIES

AROMA ranks as one of the very best of the late varieties, and throughout Missouri, Kansas and Oklahoma is one of the most popular varieties ever grown. This popularity is extending to other sections as Aroma becomes better known, and orders now come to us from practically every state in the Union for plants of this unusually beautiful and delicious berry. Its productiveness, firmness and fine flavor mark it as one of the permanent varieties, and as this is the twenty-first year of selection and restriction in our testing block we are pleased to report that its high quality is more than maintained with the passing years.

dissolved by the moisture in the soil, and the plants immediately show the effect of the treatment. In applying the soda, however, great care must be observed, as it will burn and destroy any plant life with which it comes into actual contact. Put on an old pair of gloves and scatter the soda by hand, being careful to see that none of it lodges upon the foliage.

IF in the autumn your plants indicate lessened vitality, we advise that they be given a good dressing of well-rotted stable manure just before the mulching is applied. This manure will become available through the action of melting snows and spring rains, and it is likely to be a less expensive form of stimulant than the nitrates as above described. The third way of stimulating the plants is, in the early spring, to draw the mulching away from the center of the rows and cultivate. This work should be done after all danger from frost is past, but this cultivation never should be done while plants are blooming, unless the soil is sufficiently moist to prevent dust from flying. We repeat what has been said above, that the looking after the plants in this way gives a double assurance of success in the growing of strawberries.

IN preparing for the setting of strawberry plants, where irrigation is to be practiced, an implement known as a corrugator always should be used. These tools may be set to make two furrows at a time three and one-half feet apart.

Strawberries Under Irrigation After the furrows are made, run water into them until the soil on both sides of the furrow is thoroughly wet. When the soil is sufficiently dry to work, set a row of plants along the side of each furrow, about four inches from the edge; or, you

may set closer to the edge if the ground is so level that it will not wash. As soon as a row is completed, the water should be turned into the furrow and permitted to run until the soil receives a thorough soaking. Under these conditions the feeding roots immediately will start to grow. Let the furrows remain undisturbed until after the plants have been irrigated a second time, or until they are sufficiently grown to make a row so plainly marked that you can follow it easily when cultivating. Cultivation should be continued for a week or ten days, or until the plants plainly show they require more moisture; then again irrigate. Continue this alternate irrigating and cultivating throughout the entire growing season, being careful to irrigate only as moisture is needed. By pursuing this course your plants will be hardy and productive. As to the preparation of the soil in sections where strawberries are to be grown under irrigation, the same processes should be followed as are indicated in other portions of this book.

IN some sections where irrigation is practiced, and this is especially true in California, growers prefer the ridge system for handling their strawberries. Where this is desired, take an ordinary breaking plow and throw two furrows together. This will make quite a broad ridge. The ridges should be placed about three and one-half to four feet apart. After the ridges are thrown up, draw a roller or float over them so as to make the tops flat and firm. Then turn the water into the furrows between the ridges until the soil is soaked to the very top of the ridge. Then set two rows of plants on the outer edges of the ridge. These rows will be from twelve to fifteen inches apart, and the plants may be set from twelve to fifteen inches apart in the rows. Keep off all runners,

The Ridge System in Practice



SECTION OF THE KELLOGG PLANT FIELDS AT TWIN FALLS, IDAHO

OUR Inter-Mountain-State patrons will be interested to note the thriftiness of these plants, the complete freedom from weeds and perfect cultural methods we employ in growing plants for them. We have at Twin Falls twenty acres just like this, and our friends may be sure of receiving the best plants the world can produce. Shipping will begin as early in March as possible.

following the hill system rigidly. Our friends who have followed this system advise us that it does away with the necessity of mulching to keep the berries clean, as the water never makes the soil wet enough on top of the ridges, where the berries ripen, to affect the berries.

NOT the least important part of success with strawberries lies in the marketing of the crop. This may be

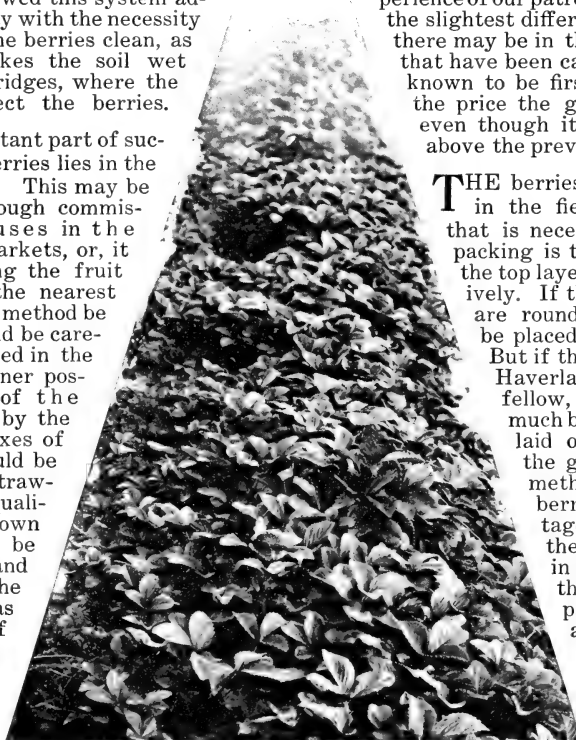
Marketing the Berries

done through commission houses in the larger markets, or, it may be done by selling the fruit out of the wagon in the nearest town. But whatever method be adopted the fruit should be carefully selected and packed in the most attractive manner possible. The grading of the fruit should be done by the pickers, and in the boxes of first quality there should be permitted not a single strawberry of the second quality. Once it becomes known that your fruit is to be always relied upon and that the bottom of the box will contain just as fine fruit as the top of the box, you will be able to command the highest possible price for your product. The second grade should be of fair quality, and where this is true you will be able to

sell the second grade at a profit. It is the experience of our patrons that it doesn't make the slightest difference how many berries there may be in the market, the berries that have been carefully graded and are known to be first-class will be sold at the price the grower fixes for them, even though it may be several cents above the prevailing price.

THE berries having been graded in the field by the pickers, all that is necessary to complete the packing is to arrange the top layer attractively. If the berries are round in form, they should be placed with stem ends down. But if the berries are long, like Haverland or Lovett or Long-fellow, they will present a much better appearance when laid on their sides, putting the glossiest side up. This method not only shows the berry to the best advantage, but also enough of the green calyx will be in view to add greatly to the attractiveness of the package. Small berries appear at their best when the top berries are placed in rows with stems down. A few sprays of strawberry leaves placed on top of each crate after the quart boxes have been placed

Importance of Good Packing



AT CLOSER RANGE

SECTION of a single row at our Twin Falls branch farm, just to show the size and vigor of Western-grown plants. It'll be hard to beat 'em



KELLOGG STRAWBERRY PLANTS IN THE FIELDS OF GEO. E. GUNN, SALT LAKE CITY, UTAH

THE above photo-engraving is of a section of the four acres of our plants set out in the spring of 1912 by Geo. E. Gunn, of Salt Lake City. The photograph was taken late in August, and illustrates the extraordinary thriftiness of the plants. In a letter to us dated September 18, 1912, Mr. Gunn says: "I am pleased to say that all of the plants you sent me were strong and vigorous, and arrived in splendid condition; they were planted this spring and have made a very satisfactory growth." Mr. Gunn included a generous order for 1913 delivery in this letter—a most substantial testimony to his faith in Kellogg plants.

in it add greatly to the appearance of the package. When packing do not press the berries; simply lay them in place and then handle them so carefully as to avoid bruising them. Remember, that never in history has there been an over-supply of sweet, well-ripened and tastily packed strawberries on the market. Make it your uniform rule that the first-quality berries you grow shall be the very highest grade on the market, and you never will want for custom, and the pleasure you will take in this order of service will be compensation beyond estimating in dollars and cents.

OUR instructions as given in this book are very clear. We suggest that you read and study them carefully, noting every point covered. After doing so, if there is any part of the work you do not understand, write and ask us questions, and we should be glad to answer them. Always write them on a separate sheet from all other correspondence, and number the questions consecutively.

interested in their continued and increasing success. Whatever our experience has taught us we shall be very glad to impart to others. Therefore write us freely relative to any matters that call for information, instruction or advice, with the complete assurance that it will give us pleasure to answer promptly and with such ability as we possess. It will convenience us greatly if, when asking for advice or suggestions, you will write all questions on a sheet separate from

any other matter, making a paragraph of each question and numbering each paragraph in the order in which it appears on the sheet. Our Special Service Bureau will receive the communication without delay, and your inquiries will receive immediate attention.

Importance of Early Setting

WE urge our customers to have their plants come forward at the earliest possible moment, so that they may travel during the cooler days of the spring. The advantage of this course can scarcely be overestimated. In the first place, weather conditions are just right; in the second place, the grower has his plants in hand ready for setting at the moment his own soil and weather conditions favor their setting; and in the third place, the earlier plants come for-

THE advice above given will serve every strawberry grower who follows it, but we realize that individual growers have problems all of which could not be covered in a volume. We therefore, wish you to understand that we always are glad to answer questions sent us by our customers and thus aid to help them solve the problems that arise in their work as strawberry growers. Whenever you find yourself in doubt relative to this line of work, just write us, asking questions that will cover the points involved, numbering the questions carefully and using a separate sheet for them so that they may go directly to the right department and receive immediate attention. Our customers are our personal friends; we are

We Help Beginners



SOME INTERESTING SPECIMENS OF OUR FENDALL STRAWBERRIES

FENDALL has sprung into universal popularity more quickly than any other variety originated in recent years. And this popularity is fully merited because of its extraordinary qualities. It has a record yield of nearly 17,000 quarts to the acre, and the fruit is of highest quality and is everywhere a favorite with those who grow extensive fields of strawberries or only a family patch. Fendall is a pistillate variety. It is noted for its great vigor of plant-growth, unusual size of berry, delicious flavor, unexcelled productiveness, beauty and symmetry of its varied forms and unusually large and powerful root system. When Fendall is set between rows composed on the one hand of a mid-season bisexual and on the other, of a late bisexual, every blossom develops into a berry, and the big, beautiful berries lie in windrows ready for the hand of the picker. We have an unusually fine crop of Fendalls for delivery in 1913, but the steadily increasing popularity of this variety makes it important that orders be booked early. It will become a leader with all who give it a trial. Fendall is grown only at Three Rivers and Twin Falls.

ward the lighter they will be, and this represents a distinct saving in transportation charges.

Have the plants come forward and heel them in. A thousand plants will occupy a trench about fifteen feet in length, and it will require only a few minutes of time to heel them in; and should the weather turn cool enough to freeze, it will require not more than five minutes' time to cover them lightly with straw or coarse hay in the evening and to part the straw from over the plants again the next morning.

Heeling in is a good thing for the plants under any circumstances. If they have become warm in the box, heeling them in in cool, moist earth tends to draw from the plants this heat and to bring them back to the condition in which they were when dug. Plants that have reached us in doubtful condition have, when heeled in as above described, come out perfectly and shown themselves to be possessed of their original vitality, whereas had they been promptly set out the chances might have been against them.

We wish to say here that we have the very best method for late shipment of plants ever devised, but we are anxious that our customers shall have the very best of success with their plants; therefore this advice. Here are some letters from customers that have adopted our

plan of heeling in, and we are sure that all who will do as they have done will be greatly pleased with results:

Zion City, Ill., May 15, 1912. "The plants you shipped me April 18 were received the following day and were heeled in where they remained for a long time. Notwithstanding this fact, they are satisfactory in every way, and have come out very nicely. The strong, long roots were still healthy and vigorous when at last we were able to set them out."

FRANK KLOCK.

Palatine Bridge, N. Y., July 4, 1912. "I held the plants after they came by heeling them in for more than a week, and they were almost better for it when ready to set, and then I had my ground in shape for them."

DAVID G. ROLLER.

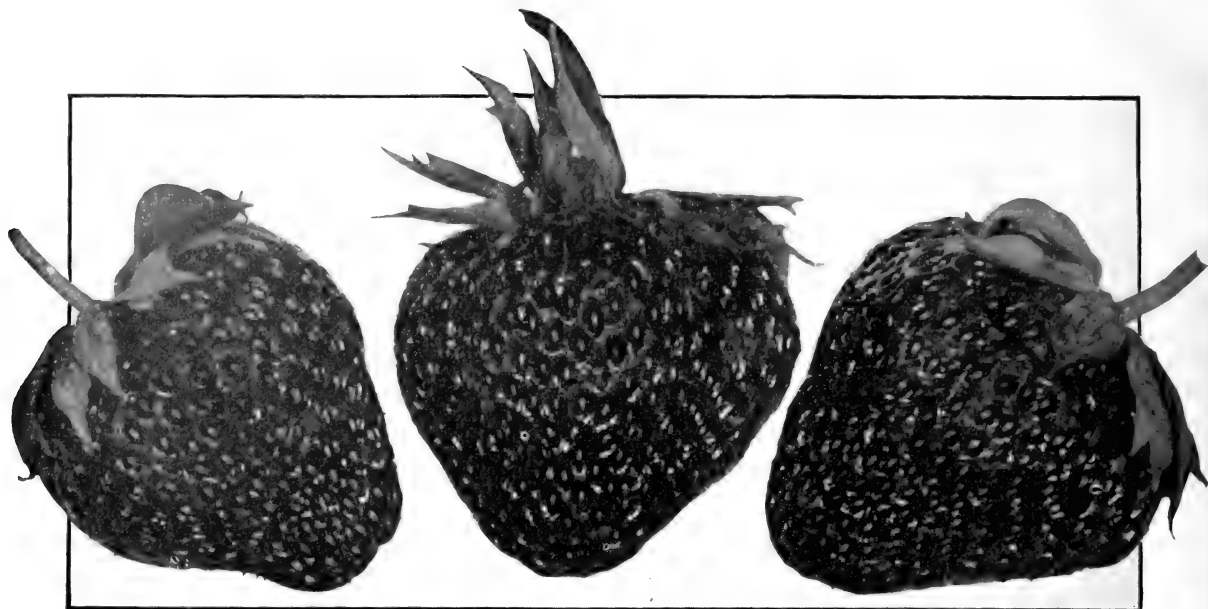
Dayton, Ohio, Feb. 10, 1912. "I set out 1600 plants last spring. It was so wet when I received them that I could not set them out, so I heeled them in for three weeks and never lost a single plant from heeling-in—this notwithstanding the terrific drouth that followed. I never saw as fine a patch anywhere else."

ALBERT NASH.

Muncie, Ind., May 13, 1912. "I have always found that plants heeled in for a while will do better for late planting in the spring than freshly dug plants."

LOUIS G. COMINGS.

IN considering the illustrations of the strawberries used in this book to designate certain varieties, it should be borne in mind that the berries of no variety are all exactly alike, but represent many variations of type. However, each variety, as a rule, develops a dominating type—that is, the majority of its fruit is likely to be of a certain form. Therefore, in selecting berries for



King Edward, B. (Male)

MEDIUM EARLY. Bisexual. This variety has won deserved fame in many sections of the country because of its great productiveness, and one year's trial in our testing plot has fully confirmed all the claims made for it; hence we offer it to our customers. Not only is this a very productive variety, but in every way is it an attractive fruit. Almost round in shape, dark red in color; its fruit unusually uniform as to size and rich in flavor, it possesses a variety of desirable characteristics that will make it popular wherever grown. It has a large calyx, tall and light green foliage. It certainly should have a trial in every grower's field.

Grown only at Three Rivers.

Staples, B. (Male)

EARLY. Bisexual. Last season we made our first shipments of Staples and the instant success which this fine variety has made is most gratifying. In many of its characteristics it closely resembles Warfield, but is a strong bisexual, whereas the Warfield is a pistillate variety. It is of perfect strawberry form, in color ranging from rich crimson to deep wine color. It also has the true strawberry flavor and is deliciously tart. The berries are not extremely large, but are unusually uniform in size and are ideal for commercial purposes. Those of our customers who have grown the Staples on a commercial scale place it among the first of the early varieties.

Grown only at Three Rivers.

Ohio Boy, B. (Male)

MEDIUM EARLY. Bisexual. Yielding large quantities of dark-red berries, the deep color extending from center to circumference, and possessed of a flavor that wins instant favor, this variety is one of great promise. Although of comparatively recent origin, Ohio Boy has won universal recognition in the strawberry world, and after testing it out in our experimental plot, we are convinced that it is to hold a permanently high place. The foliage is dark-green, with a tough-tissue leaf; plants are hardy and vigorous. Do not fail to try out this variety if your trade calls for berries of uniform and fairly large fruit of unusual excellence.

Grown only at Three Rivers.

photographing for this book we always have selected the form which represents the largest number of berries of a given variety. We mention this matter here so that our customers may understand that very wide divergencies between the types of berries grown by plants of any variety is entirely natural.

Good Reports from Helen Davis

WE have received so many flattering testimonials to the splendid qualities of the Helen Davis variety that we take great pleasure in quoting a few of the voluntary statements that have come to us from those who have given the Helen Davis plants a chance to show their mettle. It will be seen that the high claims we made for that variety when we first offered it to the public are more than justified by the actual experience of those who have grown them:

Sabetha, Kans., April 15, 1912. "The Helen Davis plants I got from you last year are showing up as finely as I could wish, and I don't think there is a plant missing after the worst winter we ever had here. I had a poor growth on every other variety on account of the extremely dry weather last summer, but the Helen Davis seemed to come despite the drouth.

FRANK HILL.

Chicago, Ill., July 10, 1912. "In April 1911 you sent me 25 plants each of Helen Davis and Senator Dunlap. I followed directions contained in 'Great Crops of Strawberries and How to Grow Them' to the letter. I adopted the double-hedge row and permitted four runners to mature from each of the original plants, carefully removing all surplus runners and blossoms during the season of 1911. I also followed your direc-

tions as to cultivation, spraying and mulching. These fifty plants yielded me this season between June 7 and July 4, 84 quarts of beautiful, large, sweet berries. The Helen Davis plants grew to enormous size, one friend remarking, 'They are not plants; they are bushes.' I am very much pleased at my first attempt at growing strawberries."

MRS. JENNIE G. ANDERSON.

Elburn, Ill., March 26, 1912. "The plants I received from you last spring have done well considering the dry season. This is especially true of the Helen Davis, which withstood the drouth remarkably well, much better than any other varieties I grew. I lost only one plant out of the 25 you sent me.

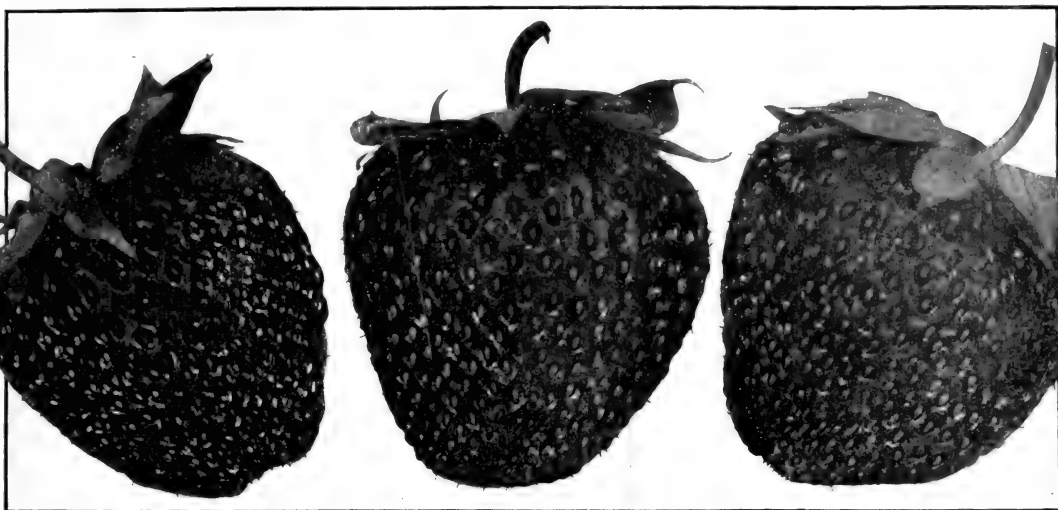
A. H. SHARP.

Atco, N. J., Sept. 6, 1912. "The 200 Helen Davis plants I bought from you one year ago have produced 50,000 plants in two seasons' growth. There is a stamina in the Kellogg plants which is not only retained, but is further developed as the plants become acclimated."

W. H. L. OPENSHAW.

Photographing Our Strawberries

A STRAWBERRY is a very difficult thing to photograph. The flesh is red, the seeds yellow, and the calyx green. All of these colors photograph dark. When photographing our berries for this book we tried a new method which has eliminated the extreme high lights and, with the aid of our photographer and engravers, we think we have succeeded in reproducing a strawberry more natural than the berries shown in our previous books. While these photographic reproductions do not show the color of the fruit, they do show size and form of berries as produced by the different varieties, and in a most accurate and faithful way.

**Downing's Bride, P. (Female)**

MEDIUM TO LATE. Pistillate. Downing's Bride grows a distinctly fancy fruit. In color the fruit is dark blood-red and this color extends quite to the center, with only enough white at the very heart to make an attractive contrast. The seeds are golden and shine as if burnished. This variety produces large quantities of beautiful fruit and is as delicious in flavor as it is beautiful. One other noteworthy characteristic of this variety is that the berries remain on the vines many days after becoming ripe, and they also retain their freshness a long time after picking. It is a universal favorite, and the fruit always commands highest prices. This is the eleventh year we have carried this extraordinary variety in our lists. Grown at Three Rivers and Twin Falls.

Clyde, B. (Male)

EARLY TO LATE. Bisexual. For nineteen years we have propagated this extraordinary variety, which in point of prolificness, beauty of form and general excellence ranks very high among the varieties of its season. It is universally popular, but along the Pacific Coast it is rapidly assuming a place among the leading varieties grown in that section. One California grower, after testing more than fifty varieties, has for the last few years grown nothing but Clyde—a testimony to its excellences of high value. Among its other qualities is its endurance as a long-distance shipper, and still another is its long fruiting season, frequently extending from extremely early to very late—a point of highest value to the commercial grower. Is grown on all our farms.

Enormous, P. (Female)

MEDIUM TO LATE. Pistillate. Enormous takes its name from the fact that it grows very large berries and very large crops of berries. In color the berry is crimson in which are imbedded dark-yellow seeds. Its flavor is fine and the meat is juicy and rich. It is a very popular variety in all markets which supply the family trade. This is the eighteenth year we have propagated Enormous, and the best test of its high value is its steadily increasing popularity with those who have grown it longest. The calyx of this variety is light green and lies flat on the berry. The stem remains fresh long after the berries are picked, insuring an attractive appearance after the fruit has reached market. Be sure and try our Enormous.

Grown at Three Rivers and Twin Falls.

Foundations of the Kellogg Company's Success

THE R. M. Kellogg Company has been doing business for twenty-eight years, and it has grown steadily from small beginnings to the largest strawberry-plant institution in the world. This growth is due to many things, chief of which may be named—

First. We are distinctly Strawberry Specialists, and through long training and experience have learned how to produce the best strawberry plants in the world. We confine our entire energies to this single line of work, thus insuring the best expert attention at all times to the production of plants of the highest fruiting quality. The same care extends to the digging, counting, packing and shipping the plants, which is a guaranty of safe delivery of the plants we ship.

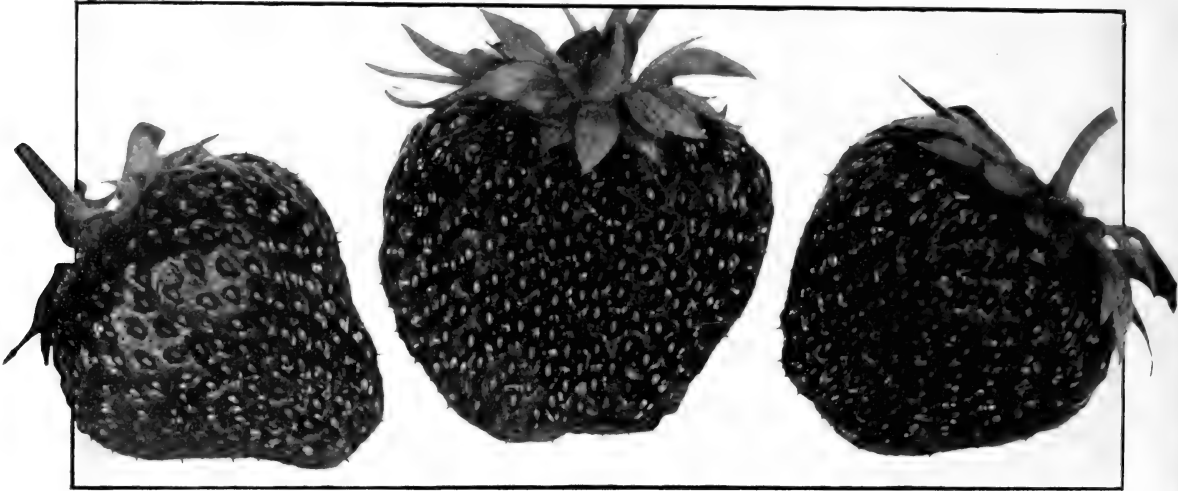
Second. Our Special Service Bureau—the mission of which is to aid our customers to attain the highest possible success in their work by giving them careful and detailed instructions as to the handling of their plants for highest results. The work of this bureau includes prompt replies to calls from our patrons for special information at any time. This has grown to be a distinguishing feature of our work, and the letters which come to us from those who have been encouraged to go forward to large success through our instructions

and counsel is one of the most pleasurable elements in our large and steadily expanding business.

Third. Our Square-Deal Methods of doing business, under which every customer may be absolutely confident that his order will receive the same careful attention that is given every other order, and that it is the purpose of this company to satisfy every reasonable demand of its patrons.

Fourth. Our Absolute Freedom from any alliances with other lines of business or other nurseries. We are free to plant such varieties as we know will serve our patrons, to determine for ourselves the number of plants to be grown of the different varieties, and to price our products in relation to their actual value, and without consulting anyone else. We ship no plants to anyone save those grown upon our own farms and according to the Kellogg Way.

We are proud of the fact that we still have patrons on our list who have bought our plants for more than twenty-five years; to these and other customers we need make no reference to our business and financial standing. But for the benefit of those to whom this book is our first introduction, we publish the following letters from bankers who for years have been personally ac-



Jessie, B. (Male)

EARLY. Bisexual. Jessie is a variety that belongs distinctly in the fancy class, and growers who find their soil adapted to its production rank it among their leaders. Under just the right conditions it is one of the most satisfactory varieties grown and is highly appreciated by commercial growers. In addition to this is the extraordinarily high quality of the fruit, and the fact that it is a great yielder. Jessie is a strong bisexual variety and an excellent fertilizer for early pistillates. We were led to add Jessie to our list of varieties because of the enormous calls that came to us from growers with whom Jessie is a particular favorite.

Jessie is grown only at Three Rivers.

Bubach, P. (Female)

MEDIUM. Pistillate. This great pistillate variety steadily grows in popularity with each succeeding season. The berries of this variety are ample as to size, the color is bright red which extends to the center, and the thick meat is delicious. In form they range from conical to the thick and broad. It is one of the universal varieties and succeeds wherever grown. The foliage is dark green and waxy and is almost fungous proof. It has a spreading habit and very short fruit and leaf stems. This is the twenty-sixth year we have propagated Bubach, and we cannot too strongly advise our customers to set generously of it.

Bubach is grown only at Three Rivers.

Early Ozark, B. (Male)

EXTRA EARLY. Bisexual. Ozark is now recognized the country over as one of the best of the extra-early varieties. In fact, its fruit is as finely matured, as beautiful in form and color and the berries are as large as are our leading medium and late varieties. This variety is a cross of Excelsior and Aroma and combines the excellent features so pronounced in the case of these two old favorites. It is as early as the Excelsior and as beautiful in form and as sweet as the popular Aroma. Added to these qualities are its great prolificness and exceedingly firm texture, making it an ideal variety for the commercial grower.

Early Ozark is grown on all our farms.

acquainted with our business methods and financial responsibility:

FIRST STATE SAVINGS BANK

Three Rivers, Michigan, August 27, 1912.

To whom it may concern:

We take pleasure in endorsing all of the claims made by the R. M. Kellogg Co. In all of their dealings they adhere strictly to the golden rule, and anyone doing business with the company may place complete confidence in them. Their financial and moral standing is very high, and the individual members of the company are leading and representative citizens of this community and state.

Very truly yours,

FIRST STATE SAVINGS BANK

Per Geo. T. Wolf,

President.

THE FIRST NATIONAL BANK OF THREE RIVERS, MICHIGAN

August 30, 1912.

To whom it may concern:

The writer lives within sixty rods of the great Kellogg Farm and has seen it grow in acreage and fertility under advanced methods of cultivation, until the Kellogg Company is in position to grow as fine plants as can be produced anywhere in the world.

The business of the concern is handled in a most efficient manner, and the personnel of the Company is of the highest order. In a word, we commend the R. M. Kellogg Co. to the public, and feel justified in saying that their customers will be dealt with justly and honorably. To our knowledge, the Company has returned in a single season, thousands of dollars to customers whose orders they were unable to fill.

Very truly,

N. W. GARRISON,

Cashier.

THE FIRST NATIONAL BANK OF TWIN FALLS, IDAHO.

September 28, 1912.

R. M. KELLOGG CO.,

Three Rivers, Mich.

Gentlemen:

Some days ago I inspected your strawberry plant farm here and was very pleasantly surprised at the fine showing you are making. Your plants were quite a revelation to me. They are an extremely fine, healthy-looking lot of plants, and the roots of these plants were much better than any I ever before have seen.

I congratulate you on having produced a class of plants which undoubtedly will make good under any reasonable conditions.

Very truly yours,

J. M. MAXWELL, Cashier

We Wish Photographs

THE beautiful photographs of the fields and plots of our customers which appear in this book are striking evidence of the success our customers enjoy with our plants. We wish to receive more of these photographs, and we hope our friends in the future will be as generous in this regard as they have been in the past. The number that we can use in each annual edition of this book is not great, but we desire those which are particularly fine. Of course, we wish views only of the Kellogg plants. Photographs should be in our hands whenever possible as early as July first of each year. We use nothing but photographs in preparing illustrations for this book.

It may be interesting to know that the Kellogg Company is asked to supply photographs to such



Splendid, B. (Male)

EARLY TO LATE. Bisexual. The name of this variety exactly fits the fruit it produces. Large of size, round in shape, bright-red in color, it is a particularly attractive berry when placed on sale. The flesh of the fruit is attractively marked—around the edges it is bright-red, and this color extends about one-third of the way to the center; but from this point to the center the flesh is creamy white. The foliage spreads beautifully, and is dark and glossy green with a polished leaf. The calyx is small, bright-green and spreads well over the top of the berry. Splendid is a strong bisexual and an excellent mate for pistillates because of its long flowering season with every bloom full of pollen. This is the fourteenth year we have bred this variety. Grown at Three Rivers and Twin Falls.

Heritage, B. (Male)

EARLY. Bisexual. Three years ago we presented this variety for the first time to our customers and its increasing popularity is the best evidence of its excellent qualities. Heritage is believed to be a seedling of the Marshall variety, which of itself is a guarantee of quality. In shape the berry is long and conical with an obtuse point. The fruit is a dark lustrous shade of crimson and is studded with brilliant golden seeds making it one of the handsomest berries ever shown upon the market. It is a heavy yielder, and the berries are very large. We hope our customers are to order generously of this noble variety this season, as it is one of the varieties that win instant and permanent trade wherever it is seen on the market.

Grown at Three Rivers and Twin Falls.

Bederwood, B. (Male)

MEDIUM EARLY. Bisexual. For twenty-six years we have grown this old favorite, and it is one of those varieties which steadily increase in popularity with the years. In color this berry is a delicate crimson with a glossy surface in which are imbedded yellow seeds. The flesh of the berry is red, shading down to a rich cream near the center. In size the berries are medium. In flavor the fruit is delicious and is easily one of the finest berries for the table. In addition to these qualities it is an excellent canner. It is a prolific producer and is famous for its long blooming season and its great strength as a fertilizer of pistillate varieties. In the Great Lakes region it has been one of the most popular varieties ever since its introduction.

Grown at Three Rivers and Twin Falls.

institutions as the great Correspondence School at Scranton, Pa., to many of the lecturers on agriculture in the great Agricultural Colleges; and we recently received a request for a complete line of our photographs from a great German publishing house at Berlin. In fact, the Kellogg Company is recognized the world over as the seat of authority for everything relating to strawberry culture.

Rates of Postage on Plants

AFTER the inside cover pages of this book went to press the United States Congress passed the Parcel Post Bill, and the same went into effect January first, 1913. However, no change has been made in the rates of postage so far as they relate to plants, seeds and roots. Therefore, the postage rates on plants from Three Rivers, Michigan, and Twin Falls, Idaho, will remain the same as before, namely, 20 cents per hundred plants. As the weight of plants grown at Canby, Oregon, of the same varieties is fully 50 per cent greater than the weight of plants grown at Three Rivers and Twin Falls, the rate for postage from Canby to all points in the United States will be 30 cents per hundred plants.

Postage Rates to Canada will be exactly double the rates charged to United States points. In other words, the cost of shipping 100 plants to

Canadian points from Three Rivers and Twin Falls will be 40 cents, and from Canby, Oregon, to Canada the cost will be 60 cents per hundred plants.

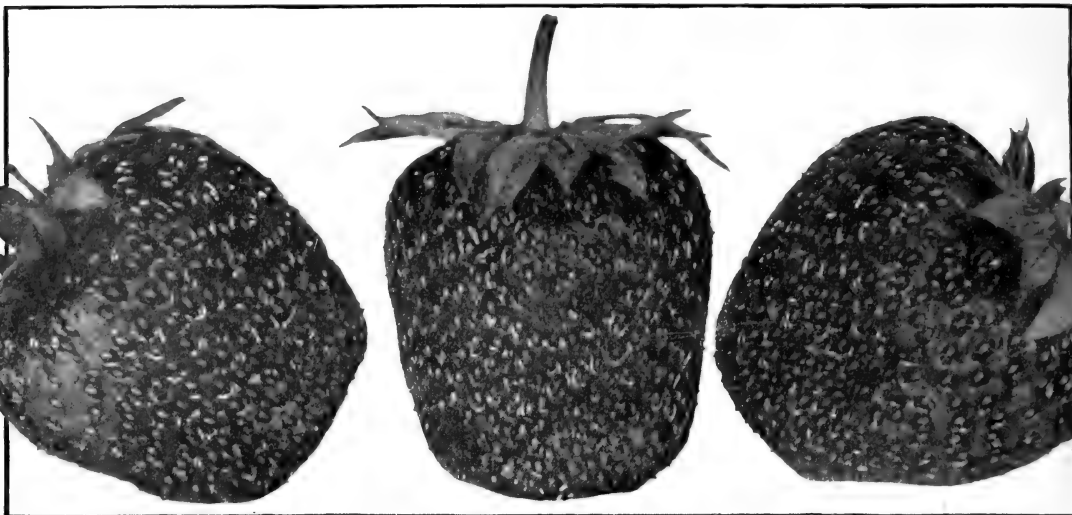
All customers, therefore, ordering plants to come by mail should include, when sending their order, a sufficient sum to pay postage at the rates above quoted.

The express companies have made a considerable reduction in rates since our shipping season for 1912 ended, and we cannot too strongly urge the value of having plants, wherever possible, come forward by express. In a majority of cases the cost will be lower by express, and another great advantage is the fact that all express matter is carried in an open car, whereas mail packages travel in air-tight mail pouches.

In remitting by postoffice money order all customers should have the money orders made payable at Three Rivers, Mich., as our principal office is located at Three Rivers, and all remittances should be made with that fact in view.

Our Plants Are True to Name

WRITING the R. M. Kellogg Co. under date of September 7, 1912, and advising us that he wished to purchase 145,000 plants for setting in 1913, one of the extensive strawberry growers of California refers to one of the most



Parsons' Beauty, B. (Male)

MEDIUM. Bisexual. This variety, which is prolific everywhere, has special qualities that make it peculiarly valuable in high altitudes and in the colder sections of the continent. In the inter-mountain states it ranks very high, and out of 32 varieties grown at an altitude of nearly seven thousand feet in Colorado Parsons' Beauty easily led. Our Idaho, Wyoming and Montana growers report the same excellent success with this variety. The berries of this variety are bright-red and are of mild and delicious flavor. Commercial growers have another reason for liking this variety in that it is one of the most attractive berries when placed on the market.

Grown at Three Rivers and Twin Falls.

New York, B. (Male)

MEDIUM TO LATE. Bisexual. New York produces exceptionally beautiful berries. It belongs to the order of plants which produces strictly fancy fruit, and when grown for large city markets never fails to command the very highest prices. In color New York is bright blood-red with shiny surface, and has seeds of nearly the same color which are so deeply imbedded as to be almost invisible. In flavor the fruit is delicately mild, and the meat is of smooth texture. It is a prolific yielder and has a very long ripening season. We have had New York under our methods of breeding and selection for thirteen years and its popularity increases with the years.

Grown at Three Rivers and Twin Falls.

Klondike, B. (Male)

MEDIUM. Bisexual. Popular everywhere because of its immense yields of delicious fruit, Klondike is particularly favored in the Southern and Southwestern states, and is largely grown on the Pacific coast. It is native to the South, but has a steadily increasing vogue in the Northerly states. Uniform in shape, of a rich blood-red color, which extends from circumference to center, Klondike presents such a fine appearance when placed upon the market as to win immediate admiration and sale. In flavor it is deliciously mild, quite unlike any other variety with which we are familiar, and it is exceedingly juicy. This is the eleventh year we have propagated Klondike.

Is grown on all our farms.

important elements in strawberry success as follows: "I am very anxious to get genuine plants of the several varieties. A few years ago another company caused me great trouble and very serious loss by sending me different kinds of plants very badly mixed. This time I want to be sure of their genuineness before I order them and shall be glad to hear from you in this matter."

We can do no better, perhaps, than to quote from the letter we sent this California grower in reply, and we quote from that letter the following paragraph:

"As to the purity of the Kellogg strawberry plants, we guarantee them to be absolutely true to name, and that they are perfectly free from all insects and plant diseases. If any variety you purchase from us proves to be untrue to name, we will give you back \$2.00 for every dollar you pay us for that variety. We can make this guaranty because we grow every plant we ship. Each variety is grown in a separate block, and during the growing season we go over each variety, and if there is any plant which varies from the general type, it is pulled up and thrown away. By this method the plants of each variety are kept uniform in color and type of foliage. Furthermore, we can guarantee that every Kellogg Thoroughbred plant is a heavy-fruited plant and that the plants will be just as we claim in our book."

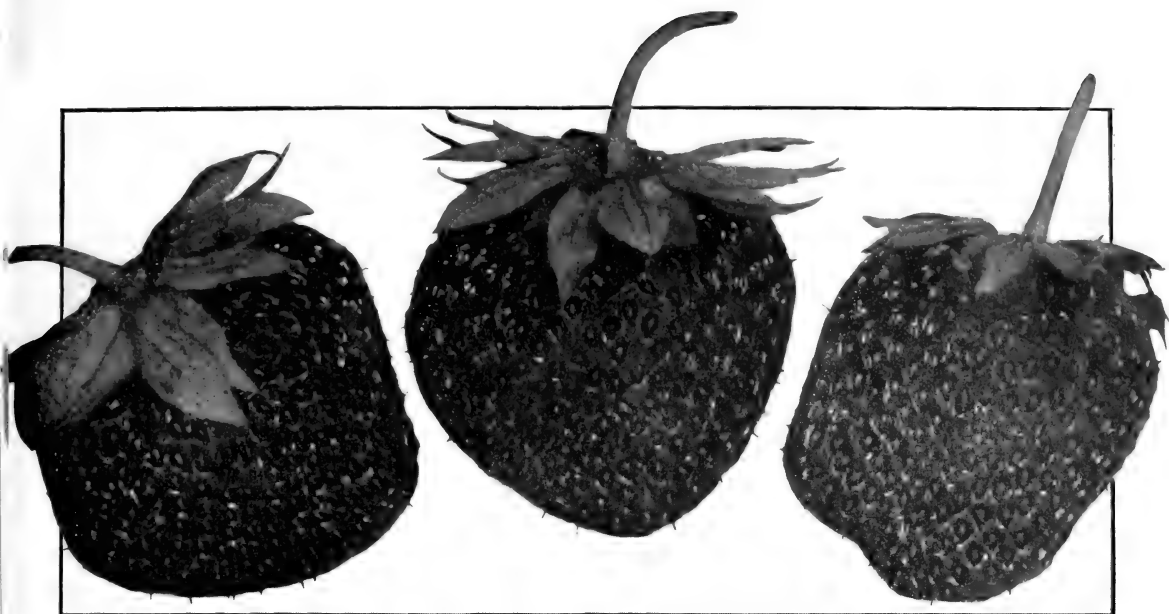
We take this occasion to say that this same guaranty is extended to every one of our custom-

ers. One of the things which the visitors to our farm lay great stress upon is the fact that we have the most perfect system of keeping our plants separated in the field, in the packing house and, indeed, at all times, as to make it practically impossible that there should be any mixing of varieties.

Warning to Strawberry-Plant Growers

WE hereby warn growers of strawberry plants that this book, "Great Crops of Strawberries and How to Grow Them," is fully covered by copyright issued by the Librarian of Congress. This copyright includes all reading matter and all engravings. Any grower or seller of strawberry plants using any part of this book will be prosecuted to the full extent of the law. We issue this warning because some growers of cheap and inferior plants have found it to their advantage to copy reading matter from our book and to have our cuts reproduced, in an endeavor to deceive the public.

In a letter of recent date one of the foremost nursery companies in the world wrote us as follows: "We have had to call down a number of concerns for using our trade-mark. We know you would not care to have their stock at any price, for a man who will infringe the rights of others will not be over-careful in the treatment of his customers." A statement that no one seriously will question.



Stevens' Late Champion, B. (Male)

LATE. Bisexual. For eight years we have had this variety on our farms, and each year our confidence in its high value increases. A seedling of the Gandy, it possesses the high excellences of that famous variety, and adds to its qualities that of being a very strong pollinizer. It thrives everywhere, is a very strong plant-maker and possesses extraordinary vitality. It is one of the latest of the late varieties. It is also one of the most productive of the late varieties and one of the finest market berries ever originated. It is a deep rooter, and the plant stands high, holding up its fruit well from the ground. Its late bloom makes it immune to the late spring frosts, and it is in full fruit when most other varieties have entirely finished their fruiting season.

Grown at Three Rivers and Twin Falls.

Brandywine, B. (Male)

LATE. Bisexual. It is just twenty years since we began to propagate this now universally popular variety. Brandywine shares honors with Senator Dunlap and Warfield in the wide extent of its habitat. It produces berries very large in size, in color deep red from circumference to center. The berry has a flavor peculiar to itself and most attractive to people of epicurean tastes. In productiveness it ranks among the leaders, and the size and beauty of its fruit make it popular among extensive commercial growers on the Pacific Coast and in the Southwest. The calyx of Brandywine is large, the stems grow erect, and hold the berries well up from the ground. The foliage is ample, having a dark, leathery leaf which affords full protection to the bloom.

Is grown on all our farms.

Tenn. Prolific, B. (Male)

EARLY. Bisexual. To those who enjoy a strawberry of exceeding sweetness, Tennessee Prolific becomes at once a favorite. But this is not its only excellence, for as its name indicates it is very prolific, and there are few berries that have higher claim to beauty of form and color. Medium large, bright crimson, and for the most part long and corrugated in shape, the berries of this variety present a picture most attractive. The flesh is of fine grain, very juicy, and color a decided pink. Its close-grained surface marks it as a fine shipper, and it is equally popular as a canner. This is the 25th year we have had Tennessee Prolific in our breeding beds and we are pleased to report a steadily increasing popularity of this delicious and altogether desirable variety.

Grown at Three Rivers and Twin Falls.

What Visitors Say About the Kellogg Farm

DURING the month of August 1912 Col. Roland Morrill, one of the best known of America's horticulturists, whose great fruit farms in Michigan and Texas are among the finest in the United States, and whose practical experience in the raising and marketing of crops is perhaps exceeded by no other, visited the R. M. Kellogg Company's farms, and under date of September 19 following wrote us this note of appreciation:

"Referring to our recent visit to your farm, I feel it is only fair and due you to say that, while I have seen your plant work in the past and knew very well about your high-grade work for many years, I was agreeably surprised at the advance you have made and are making. I do not believe that more perfect soil or cultural conditions exist anywhere in the world than recently I saw on your immense strawberry plant fields; and after thirty years of experience and close observation in this line of work I can say that never have I seen fields of plants equal to yours. I looked carefully for defects, but saw none. I did not see a single mixture of varieties in the entire plantation, nor do I remember seeing a single spot of weak plants. Every block was robust and perfect and presented, indeed, a most beautiful

sight—far the best I ever have seen. I certainly wish you the success you deserve for such perfect work.

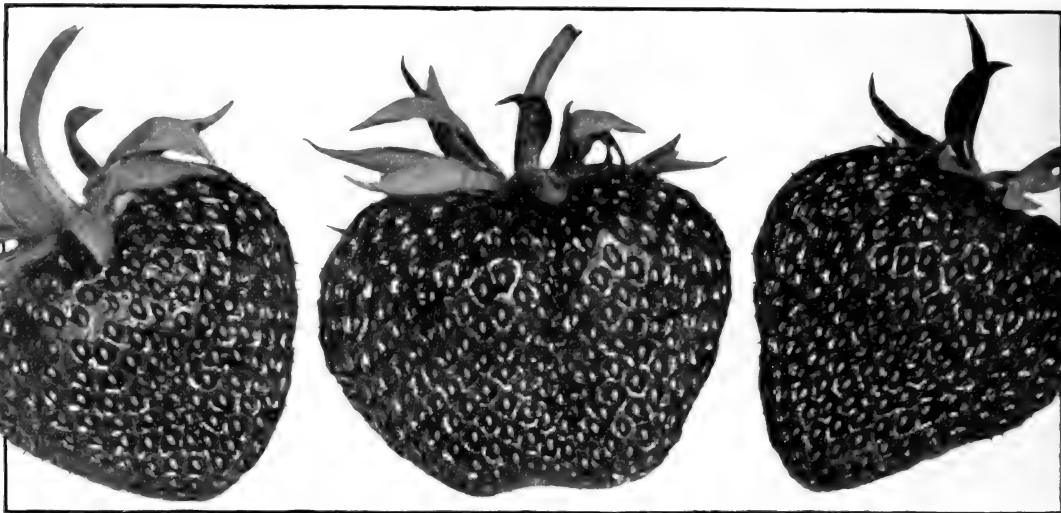
"Sincerely yours,
"R. MORRILL."

From a Distinguished Strawberry Grower

La Grange, Ill., Sept. 30, 1912.

R. M. Kellogg Co.,
Three Rivers, Mich.

This letter is to thank you for the courteous manner in which I was treated while visiting your wonderful plant farm and for the time you devoted to me in showing me around. I can conscientiously say that you are one plant firm that carries out everything you advertise. Indeed, your great plant fields show up far better than any picture you ever have shown in your book. The manner in which you grow each variety in a separate block, and your method of digging plants and handling them in the packing house, precludes the making of any mistakes. I inspected practically every variety you grow and found the plants of each variety to be absolutely uniform and pure. Your cultural methods are perfect and you certainly have ideal conditions for growing plants of the highest quality. This is the second



Cardinal, P. (Female)

LATE. Pistillate. As its name suggests, this variety is a rich cardinal in color. The flesh is dark and rich, and the berries are of delicious flavor. It is an excellent shipper and has shown itself to be free from any fungous diseases. One great advantage is its extremely long fruiting season, and the last picking of fruit is quite as fine as the first. It has a very wide habitat and is grown with success in practically every section of this continent. This variety makes long, strong runners and during heavy frosts at blooming time has come through entirely uninjured. This is the seventh year we have had Cardinal on our farms, and it has won high place among the leaders of the late pistillate varieties.

Grown at Three Rivers and Twin Falls.

Commonwealth, B. (Male)

VERY LATE. Bisexual. Commonwealth was originated in Massachusetts and immediately became popular because of its late season and long period of ripening. The berry is dark, rich red, coxcomb in form; the surface of the fruit is smooth and the meat is rich and juicy. This variety grows very large crops of very large berries and it wins instant popularity wherever it is seen. Those who desire late fruit need not hesitate to order generously of this splendid variety. The foliage of Commonwealth is heavy; the runners are long but not numerous. It is a strong pollinizer and its long period of blooming is important when it is set among late pistillate varieties. Every grower should set some of this variety.

Grown at Three Rivers and Twin Falls.

Arizona, B. (Male)

MEDIUM EARLY. Bisexual. This variety is a producer of large quantities of beautiful deep-red berries which have a fine aromatic flavor. Under favorable conditions Arizona will produce a second crop of fruit in the fall, and this fact has aided to make it popular. The foliage of Arizona is dark-green and of medium size. This is the eleventh year we have grown Arizona in our breeding beds, and entirely aside from its second-cropping tendencies it has won great popularity in many sections of the country. It is especially popular along the Pacific Coast, and many growers in Southern California set very heavily to this variety. We cannot too strongly urge the advisability of making a generous test of Arizona.

Is grown on all our farms.

time I have visited your farm and have purchased plants from you for many years; you always have made good with me. It is a great pleasure to endorse your company, and it is no wonder that you have built up the largest business of the kind in the world.

One year I purchased plants from you and let one of my neighbors have some of the plants I grew from them. From these plants he produced 10,000 quarts per acre.

Wishing you continued success, and again thanking you for the many courtesies extended me while there, I am

Very truly yours,

E. C. SEARS.

HENRY MACKEBEN
GROWER OF
FINE STRAWBERRIES

Huntley, Illinois, Oct. 2, 1912.

R. M. Kellogg Co.,

Three Rivers, Mich.

Dear Sirs:—I cannot help congratulating you, after my return from your strawberry plant farm, as I very much enjoyed the visit and the privilege of looking over the farm. I can frankly say it is the finest strawberry plant farm I ever have seen. The first thing which drew my attention was the beautiful way the land lies and the way it is located. As we walked along through the

fields I could not but notice how systematically the sixty varieties were placed in sections. The plants had a healthy and thrifty appearance and looked true to name—the finest I ever have seen. I feel safe in recommending them as being of the finest quality of plants.

As we went through the great packing house I noticed the same systematic arrangement there as in the fields. It seems impossible to get the varieties mixed under your careful system of digging, counting and packing.

I feel fully repaid for the trip to your farm and assure you it is the finest I ever have seen.

Very truly yours,

HENRY MACKEBEN.

Letters From Satisfied Customers

Alabama

Irvington, November, 1911. "The strawberry plants came in fine shape. I asked the people here what they thought of them, and they said they were the finest plants and packed the best of any they ever had seen, and surely showed the skill and art of patience and experience of many years. I greatly appreciate your kind favor."

Mrs. D. S. Cowell.

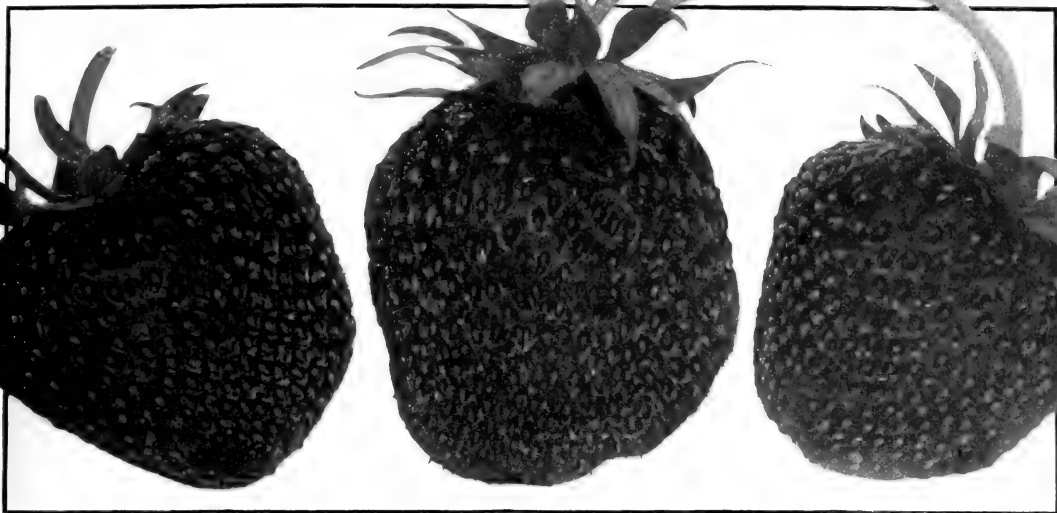
Arkansas

Walnut Ridge, Oct. 19, 1911. "I bought a lot of strawberry plants from you in 1910, and this spring I took a lot of your plants from the old ones and set out about one acre. The plants I set last spring are very thick in the bed, the row being something like two feet across. I don't believe anyone ever saw a finer looking lot of plants."

W. A. Dowell.

California

Bellflower, Feb. 12, 1912. In 1904 I ordered strawberry



Climax, B. (Male)

EXTRA EARLY. Bisexual. Climax grows a rich red berry conical in shape and having a beautiful glossy surface. These attractive berries are grown in very large quantities, and market growers find them peculiarly adapted to their needs because of their fine shipping qualities. The flesh is firm, rich and juicy and of very delicious flavor. The plant stands tall and erect; the calyx is small for so large a berry. We have had Climax under our system of breeding and selection for nine years and it has won a steadily increasing patronage, extending over a very large range of territory. We confidently recommend our customers to give it a thorough trial.

Grown at Three Rivers and Twin Falls.

Dornan, B. (Male)

LATE. Bisexual. Dornan has the peculiar distinction of being a variety which the most confirmed dyspeptic can enjoy without the least risk of injury. It is a noble fruit, large in size, delicious in flavor and is distinguished for its sub-acid quality. In color it is dark-red on the upper side, shading to a bright red on the under side. Seeds are both red and yellow, and the meat is for the most part deep pink, becoming almost white at the center. It grows generous crops, and the fruit is universally popular. The foliage of this variety is dark-green and has a waxy appearance. It is very large, a powerful grower and of upright habit. This is the fourteenth year we have bred this variety.

Grown at Three Rivers and Twin Falls.

Virginia, P. (Female)

EXTRA EARLY. Pistillate. This popular variety produces a berry whose prevailing form is almost round and the large berries grow on powerful stems held high by the massive plant. In color the berry ranges from scarlet to crimson and is of the same shade throughout. Virginia has sprung into great popularity because of its large yields of uniform fruit and its excellent shipping qualities. The plant is a deep rooter and therefore is particularly adapted to sections having comparatively light rainfall. When set with Longfellow the Virginia will be ideally mated. This is the sixth year we have been breeding Virginia and it grows steadily in popular favor.

Grown at Three Rivers and Twin Falls.

plants from you. You may judge of the success I had when I tell you that I received the diploma at the Lewis and Clark Exposition held in Portland 1905, and afterward raised even finer berries from those plants than those I exhibited at Portland. I raise berries the Kellogg way and think it the only way for highest success, and now I wish to try them in California. We found the Wm. Belt a splendid berry, very mild in flavor, while the Clyde produced berries in heaps and were well liked by our customers."

Jno. C. Miller.

Colorado

Boulder, April 10, 1912. "I got some of the finest plants from you last spring I ever saw of five different varieties—Glen Mary, Wm. Belt, Downing's Bride, Longfellow and Senator Dunlap. They were beauties. I expect to put out another patch this spring and, of course, shall want Kellogg's plants."

Mrs. C. B. Farmer.

Arriola, April 10, 1912. "I received 1500 plants from you in 1911, and they are doing so well that I wish to try some others of your varieties."

Geo. McNeel.

Connecticut

East Hartland, April 29, 1912. "The strawberry plants have arrived and are set out. They were much better rooted and much better plants than I expected. I am fifteen years old and am going to raise berries as a side line for myself."

Wm. A. Barnes.

New Canaan, March 23, 1912. "We started our beds with Pride of Michigan, Climax and Sample, and the combination certainly was the prettiest picture you ever saw when in full fruit, and we named the patch 'The Pride of New Canaan.' The plants were the best I ever bought anywhere, and so are their descendants. I enclose an order for more plants."

A. J. Mills.

Georgia

Marietta, May 1, 1912. "I bought strawberry plants of you last spring and they have grown nicely and are now full of berries. I have gathered several quarts of large fine fruit, but the spring is still cool and the berries ripen slowly. All

of the people here are surprised at the size and abundance of the berries these plants produce.

Mrs. S. L. Marshall.

Idaho

Bellevue, March 15, 1912. "I am advised that you are in the strawberry plant business, and as you have been highly recommended to me as a square concern to do business with, I am anxious to secure some of your strictly true-to-name strawberry plants."

M. J. Daly.

Ford, Feb. 23, 1912. "I ordered a few plants from your company a few years ago while living in western Montana, and ever since I have wanted more of them."

A. Loffness.

Illinois

Milledgeville, Jan. 9, 1912. "I did well with the plants I got from you last spring. All of the 2,000 plants were fine—don't think they can be beat."

Harvey Scott.

Hanover, Jan. 3, 1912. "Whenever I want plants the Kellogg Co. gets my order. Those 800 plants I got for McKinley and myself were A No. 1. I was down to see McKinley in the fall and I just wish you could see his plants—great large hills 18 to 20 inches across."

Fred O. Eastman.

Rock Island, July 8, 1912. "From the thousand Glen Mary and Wm. Belt plants purchased of you in the spring of 1911 we obtained this season 700 quarts of unusually fine berries. Besides affording pleasant recreation we had all we could use and found ready market for \$50.00 worth."

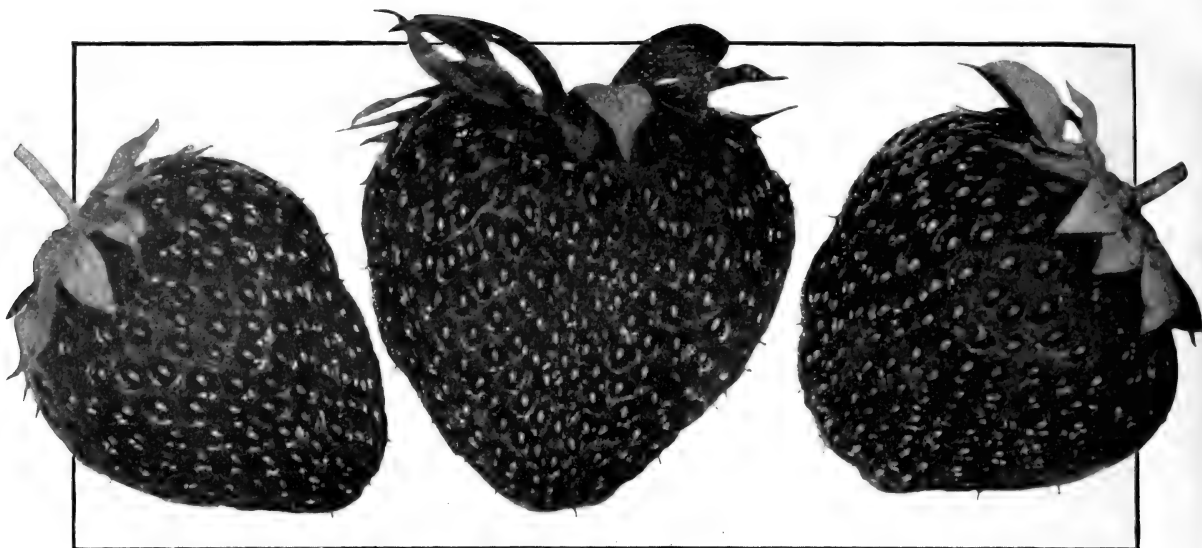
A. E. Williams, M. D.

Indiana

Dana, April 29, 1912. "The plants you shipped me this spring came in excellent condition. They are the finest plants I ever saw. I have bought plants of you for twenty years, and it seems to me that your plants grow better every year. They have such fine roots and are so vigorous that there is no trouble in getting them to grow."

J. O. Staats.

Fillmore, March 22, 1912. "It gives me pleasure to send you an assurance of my faith in Kellogg plants. I believe in the old saying, 'Let well enough alone.' That is what I intend



Michel's Early, B. (Male)

EXTRA EARLY. Bisexual. For twenty-two seasons we have offered this universal favorite to our trade. It is one of those varieties that win and hold friends because of its dependability. Michel's Early produces a fruit of medium but very even size and thus is very popular in the market. The berry is a rich crimson and this color extends almost evenly over the entire surface. The form is varied, some of the berries being nearly top-shape and others are round—just variation enough to make beautiful boxes of fruit when properly packed. The flavor of this variety is rich but mild; the meat is deep pink throughout and it is easily one of the best of shippers. It is equally popular when grown in the fields or in the home garden.

Grown only at Three Rivers.

Gandy, B. (Male)

LATE. Bisexual. Twenty-eight years ago, when the Kellogg farms were established, Gandy was adopted as one of the most promising varieties. During almost three decades of time our confidence in this noble variety steadily has grown, and our own sentiment in this regard is fully endorsed in the fact that Gandy is more popular today, notwithstanding all the new varieties that have been added to the nursery lists during these years, than it was twenty-eight years ago. Gandy grows immense crops of bright-red perfectly shaped berries so firm in texture that they may be shipped almost any distance when given proper care. To beauty of form and color is added a delicious flavor that makes it universally popular in the market.

Grown only at Three Rivers and Canby.

Jérôme, B. (Male)

MEDIUM EARLY. Bisexual. This variety we have heretofore designated as No. 2, but because of the splendid success it has had in the Inter-mountain states we have named it Jérôme in honor of the beautiful and thriving town in Idaho where we have established an extensive experimental strawberry farm. The berries of this variety are bright-red, are rich in flavor, and have proved themselves splendid shippers. Added to these qualities is the fact that Jérôme is strong as a pollinizer, has a long blooming season and is therefore of great value when set with pistillate varieties. The foliage is a dark, glossy green and has a tissue so tough as to make it easily resistant to all forms of fungous diseases. By all means order some Jérôme.

Grown at Three Rivers and Twin Falls.

to do just as long as I am treated as I have been by the Kellogg Co. Anyone who will follow your directions is bound to succeed, and that is just what I am doing. Considering the dry season of 1911, I have a fine patch this spring, and I am expecting good returns from it." Clarence J. Ragan.

Iowa

Carlisle, Jan. 25, 1912. "This is my fourth order for your fine strawberry plants. Everything has been satisfactory. Your plants recommend themselves." M. S. Randleman.

Fairfield, March 26, 1912. "We have had several discouraging seasons for strawberry growing, but your plants have paid us well for our time and expense. Many of our neighbors have given up growing them, but as long as we own even a garden plot and can get Kellogg plants we shall be found growing them." Ada B. F. Parsons.

Kansas

Wellington, April 19, 1912. "I received my strawberry plants all O. K., and they are the finest plants I ever saw. I did not find one poor plant in the entire 600." Thos. Cook.

Leavenworth, Jan. 26, 1912. "Would like to tell you that the plants I got from you last year have done wonderfully well under drought conditions. I am the only one in this neighborhood who succeeded at all with their plants." Harry H. Wenzel.

Harper, May 2, 1912. "My plants have done fine. When I order more plants I surely will send my order to you." Henry Mitchell.

Kentucky

Frankfort, August 19, 1912. "The plants you sent me in the spring of 1910 did beautifully and I had very delicious fruit. Your plants are the best I know." Mrs. W. T. Scott.

Paris, Feb. 6, 1912. "Herewith please find order for strawberry plants. Your plants are all right and I have had fine success with them. The varieties are Bubach, Haverland, Gandy, Parsons' Beauty, Texas and Downing's Bride." C. F. Adair.

Maine

East Newport, March 30, 1912. "Here is an order for some strawberry plants. I have had your plants before and they

are all you say they are and more. I am very much pleased with them." John Wilson.

Hampton Highlands, Nov. 6, 1911. "I have seen a great many strawberry plants, but I never have seen anything like my Glen Marys. I also have a quarter of an acre of Dunlaps and some fine rows of Stevens' Late Champion and of Samples. My field is composed entirely of Kellogg plants, and I wish you could see them as they are now." E. A. Knowles.

Maryland

Buckeystown, May 1st, 1912. "The plants arrived April 30 in splendid condition and as always from Kellogg's, well-rooted and having excellent crowns. I never have been this late in planting before, but I am willing to bet that the plants will grow if they have half a chance." T. Clyde Routson, M. D.

Baltimore, January 19, 1912. "The plants you shipped me last spring reached me in fine shape and were planted and cultivated to date in the Kellogg way. Although the season was very dry, I lost but two plants." W. W. Lane.

Massachusetts

South Yarmouth, May 9, 1912. "Some of the people about here think they have some fine berries, but they are not in it with your plants. I got 20 cents a quart for all I sold right through the season." Prentiss White.

Michigan

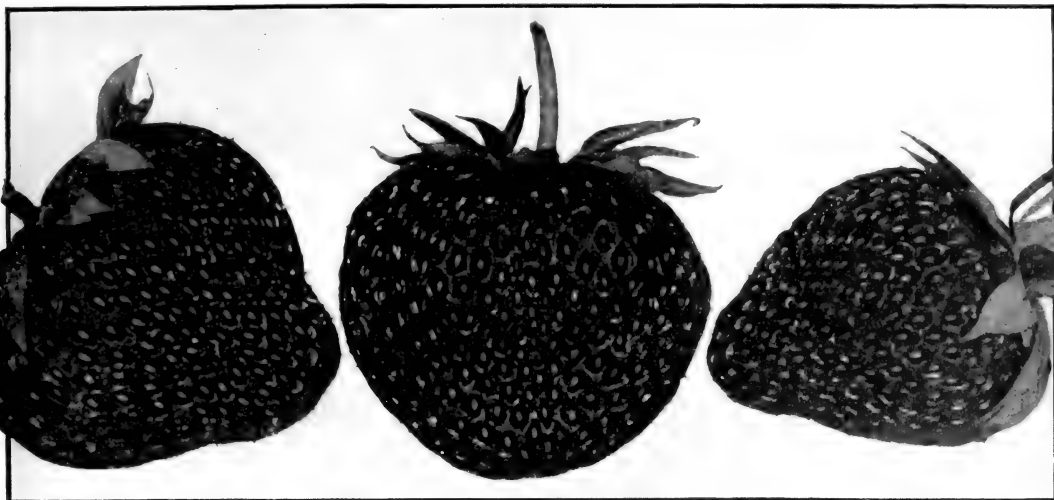
Tawas City, Mar. 11, 1912. "Have had such splendid success with your plants and berries that I am not able to fill orders. Everybody wanted some of those beautiful strawberries. I wish some more plants, for which please find the money, and I wish to thank you also for your kind advice." Mrs. D. Stienhurst.

Mississippi

Ackerman, August 27, 1912. "I received the plants I ordered in the spring all O. K. I set them out at once, and they are looking fine." Ed. Brown.

Minnesota

Duluth, July 24, 1912. "I wish to tell you that I never had any strawberry plants that were as thrifty and sturdy as the 400 plants you sent me the latter part of May. I had magnifi-



Texas, B. (Male)

Excelsior, B. (Male)

Lady Thompson, B. (Male)

EXTRA EARLY. Bisexual. Among commercial growers whose markets call for big, glossy, crimson berries with dark-red cheeks, shading down to rich cream, Texas has steadily grown in favor during the eleven years we have carried this variety in our lists. The flesh of Texas is firm and it is famous as a long-distance shipper. The meat is rich and juicy, the flavor being distinctly tart. To these excellencies is to be added the fact that Texas thrives in every section of the country, showing little partiality to any particular soil or climate. When packed in a box these brilliant berries present an exceedingly attractive appearance and command instant and favorable attention.

Grown at Three Rivers and Twin Falls.

EXTRA EARLY. Bisexual. Excelsior grows large crops of dark-red berries having a distinctly tart taste but which grows to perfection under warm Southern suns, and is therefore a general favorite throughout the Gulf region. The berry is almost round in form and of medium size. Among commercial strawberry growers, especially in the South, it has attained great popularity because of its remarkable shipping qualities. Its form and color are retained for days after being picked, and it endures a long journey, being affected in no way. These qualities have made Excelsior one of the most profitable berries grown for the market. We have had Excelsior under our system of breeding for 17 years.

Is grown on all our farms.

EARLY TO LATE. Bisexual. This is another variety particularly adapted to Gulf Coast conditions and it is, therefore, a prime favorite with strawberry growers from the Florida Keys to Central Texas. Indeed, it is one of the most popular varieties in the South ever originated. In color Lady Thompson is bright red; in shape like a top, tapering to an obtuse point—the ideal strawberry form. In size the fruit is medium large; the seeds are red and aid in producing a fine glossy effect. The meat is solid, pink in color and delicately rich in flavor. This variety roots deeply and thrives under conditions of severe drouth. This is the twelfth year we have offered Lady Thompson to our patrons.

Grown only at Three Rivers.

cent berries on my old bed this season, but expect even better ones next spring, as I know that Wm. Belt, Glen Mary and Bubach are splendid varieties." W. C. Sherwood.

Ogema, May 9, 1912. "All the strawberry plants came in fine shape and there was a big count, for which I heartily thank you. Will always have a good word for R. M. Kellogg's plants." Edward R. Davis.

Wabasha, March 4, 1912. "A few years ago I had some of your strawberry plants. They were the best I ever had." Frank Pfeifticker.

Becida, May 16, 1912. "The plants I received from you certainly were nice ones, and please accept my thanks for the extra ones (Pride of Michigan). I have planted all of the plants and they are growing finely. I never saw any that looked nicer." Mrs. W. H. Stuempges.

Spring Grove, March 13, 1912. "I have much confidence in you and in your stock being true to name. I have had great success with your plants." C. E. Bakke.

Wadena, Feb. 13, 1912. "Enclosed find P. O. order for \$8.55 for some more of your Thoroughbred strawberry plants. I did not have the best of luck with the plants I got of you last year. I was so busy when the plants arrived I packed them in sand in the cellar (the weather being so fierce here at that time) and left them there for four weeks before I got the time to plant them. When I took them out of the moist sand they were so rotten I hardly dared look at them, but I thought I would set them out anyhow, knowing what your plants can do. Without the sign of any life when set, and a long, hot, dry season, I saved about 800 of the thousand plants and they made rows over three feet wide by the time they were under cover for the winter. I find thoroughbred strawberries go first rate with cream from my thoroughbred Jerseys, and if I have no misfortune this season, will set a larger bed next year." Jos. Reding.

Missouri

Barnhart, February 18, 1912. "Enclosed please find my order for 1912. I am well pleased with your plants, as I have bought quite a number of them in the past. I have the honor

of growing the best berries at Barnhart. In 1910 I had one acre, and notwithstanding the fact that we had heavy snow and severe freezing weather after the blossoms were formed, I netted \$214 from the acre." James K. Dodge.

Springfield, April 20, 1912. "My plants arrived in splendid condition. The plants I received from you last year have made a fine growth this spring and promise splendid results." Geo. W. Beighley.

Chillicothe, February 29, 1912. "Herewith please find my order for 1912 for 700 plants, the same number that I ordered in 1910. In 1911 I sold from the patch set with your plants \$47.25 worth of strawberries, notwithstanding the fact that the season was very dry for this part of the country. The berries were very large and our grocer said they were the best that came to Chillicothe." J. A. Walton.

Sweet Springs, February 19, 1912. "Have been using your plants for ten years, and this is the first year that I have failed of having berries. The severe drouth we had last summer destroyed all of my plants. But I cannot afford to be without good strawberries, and therefore it is up to you to get me started right again." Geo. M. Winston.

Boonville, January 29, 1912. "I wish to order some Jocunda strawberry plants. I have received plants from you for several years past which always have given me splendid results." James E. Tuttle.

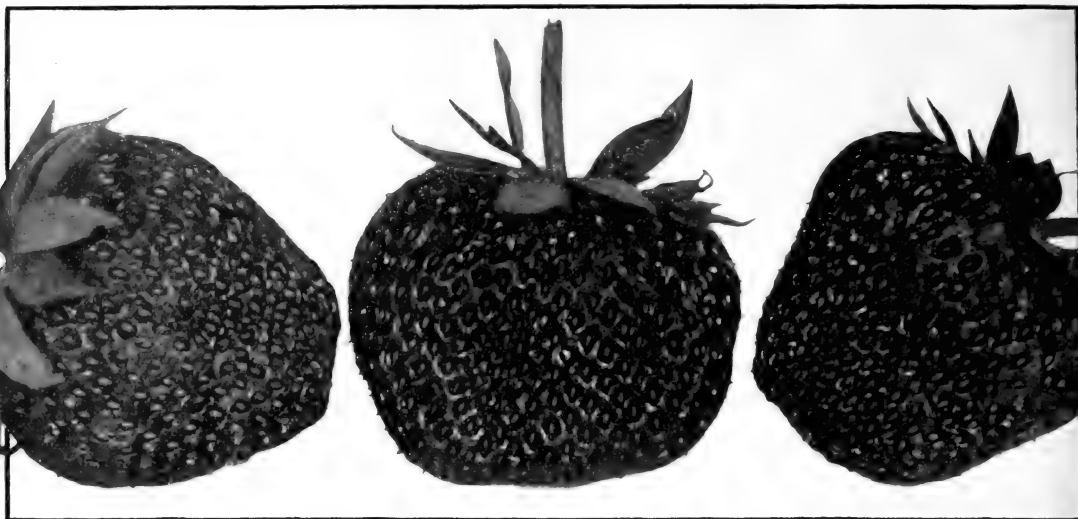
New Hampshire

Rochester, March 18, 1912. "The plants I received from you last year were all that I could ask for in every way. I wish more plants and leave it to you to select the varieties, believing your judgment to be better than mine in that line of business." S. B. Scruton.

Nebraska

Hastings, May 1, 1912. "Every one of the strawberry plants you shipped me is growing finely. I am surprised at their vitality." W. H. Burr.

Clay Center, February 7, 1912. "The plants that we have bought from you in other years and the berries they bore were the talk of the town. We had a fine lot of berries in 1911, and



Nick Ohmer, B. (Male)

MEDIUM TO LATE. Bisexual. This is the fifteenth season we have offered Nick Ohmer to our patrons, and we are very glad to note its steadily increasing favor wherever it has grown. Recently it has sprung into large popularity in the Gulf states and in California. We received orders for hundreds of thousands of plants of this variety last season which we could not fill. The word "classy" suggests the appearance of this variety, and its great size, rich crimson color, unusually rich flavor and firm flesh, which insures a splendid shipper, all combine to place Nick Ohmer in the front rank of fancy strawberries. The foliage grows tall, with long fruit stems standing up over the fruit, making easy work for the pickers. The bloom is large and very rich in pollen.

Is grown on all our farms.

Sharpless, B. (Male)

MEDIUM LATE. Bisexual. Sharpless is another of the old favorites of which the general public never has tired. In appearance it is very much like our famous Bubach. In color it is a bright-red, in shape it varies just as Bubach varies. The berries are very large, and the vines produce medium-sized crops of fruit of a very rich and delicate flavor. It is one of the old-time varieties that has won such a place among the strawberry growers of the country as to insure a uniformly heavy demand for the plants from them season after season without variation. The foliage of Sharpless is very large and it makes just about enough short runners to fill in the row. It succeeds in practically all soils and under all conditions of climate.

Grown only at Three Rivers.

Molena, B. (Male)

EARLY TO LATE. Bisexual. Molena is a Pacific Coast origination and has had wide popularity over a great section of the Far West. In the large strawberry region south of San Francisco, it is a universal favorite, and our experience with this variety encourages the assurance that it will succeed all over the Pacific coast. The berries of Molena are crimson in color. In form the berries are variable, and in size the fruit is very large. It possesses a flavor rich and satisfying, and yields tremendous crops of fruit that always command a high price in the market. It is a prolific maker of long runners. We might add that in California it begins fruiting early and continues to produce for several months of time.

Is grown only at Canby.

always have had fine success since we bought our plants from you. The Kellogg Company is all right, and I tell my neighbors you are absolutely reliable, and have the very best stock that I know of in this country."

Geo. A. Allen.

Red Cloud, May 15, 1912. "The plants I purchased from you this spring are looking fine; they couldn't be doing better."

E. D. Platt.

New Jersey

Frenchtown, February 8, 1912. "I am well pleased with the plants received from you. They always come in the best of condition; the berries are fine and just what you say they are. Could not supply my customers—everyone wanted some of those fine berries."

Walter D. Roberson.

New York

Hornell, March 22, 1912. "The plants I purchased of you grew beyond my expectations, and I have good reasons to ex-

pect a heavy crop this year. I never saw so large and thrifty plants, and I have raised strawberries for ten years."

Lewis M. Depew.

Franklinville, July 12, 1912. "Will you kindly send me your last catalog. I want to set an acre next spring if I can. I had some of your plants from C. W. Hogue, Franklinville, and they did fine and everyone praised them and I picked about five weeks on them. I could sell my berries where others could not. I had quite a few Pride of Michigans, Senator Dunlaps and other kinds. If I set out an acre or any other amount, no one could sell me plants but you; and this is no flattery."

H. P. Jewell.

North Carolina

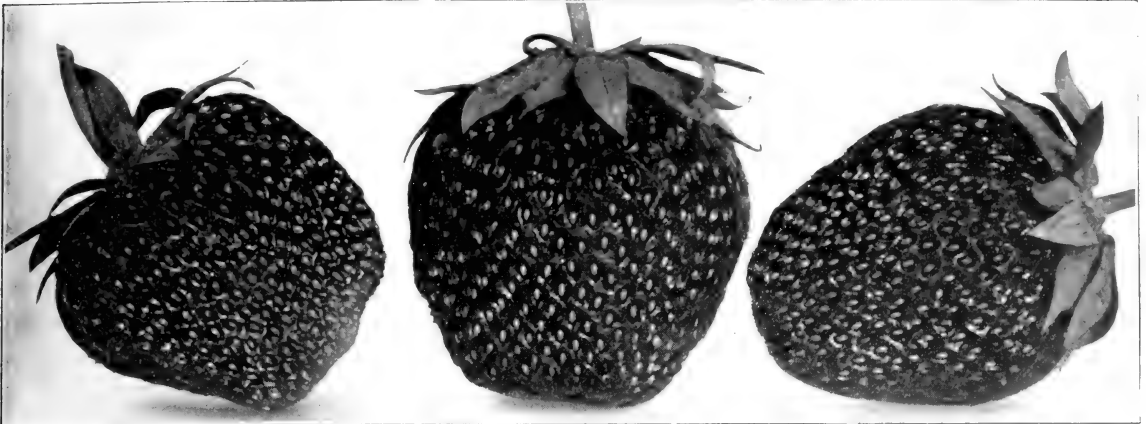
Newton, February 27, 1912. "Plants I bought of you two years ago have won all the custom and a great deal more than I can supply in my town."

E. A. Moore.

Greenboro, May 8, 1912. "My strawberry plants that I bought of you last spring are the finest I ever saw. They are

Please Send Us Names

OF your friends who are interested in strawberry growing. This request is made to all of our customers, and we shall greatly appreciate a generous response. But we wish our friends to be careful to send the names of those only who are interested in strawberry growing, or who are known to be contemplating engaging in it either for market or for home use. Our book is a costly one, and is intended for strawberry growers, actual and prospective, only. If you will send a list of such names as we desire, we shall be glad to send to each of your friends a copy of the book with your compliments. We know they will thank you for doing so. A postal card will serve for a small list of names of your friends, and we shall be very glad to have you send them in.



Highland, P. (Female)

EARLY. Pistillate. This variety is famous for its very large yields of berries. In general its characteristics are much like those of the Crescent, only that the fruit of the Highland is somewhat larger. The fruit is conical in shape with an obtuse point. In color it is a bright scarlet, and the flesh is red throughout. It is popular with commercial growers where markets are not too far distant from the fields. This variety during a three-year test at the Ohio Agricultural Experiment Station proved itself to be the most prolific bearer out of 146 varieties tested at the same time on the grounds of the station. To growers, therefore, who sell their fruit within reasonable distance from their fields the Highland will prove most profitable. Grown at Three Rivers and Twin Falls.

Sample, P. (Female)

LATE. Pistillate. During the seventeen years we have offered Sample to our patrons there has developed a steadily increasing demand for this fine pistillate, and it is safe to say that there are few varieties that have made larger profits for their growers than the Sample. Of perfect strawberry type, dark-red in color, very large in size, delicious in flavor, the fruit is most attractive. To these high qualities are added unusual prolificness and firmness that renders it possible to ship the fruit to far distant markets. Another fine quality for the market grower is the fact that Sample doesn't ripen its fruit all at once, but yields a certain percentage of fruit each day from the beginning to the end of the season. No strawberry grower but will find this variety ideal in every way. Grown at Three Rivers and Twin Falls.

Wolverton, B. (Male)

EARLY. Bisexual. Wolverton is a variety that has a host of friends, and we note each year that there is an increasing number of those who call for this old-time favorite. This is the twenty-third year we have offered Wolverton to our customers, which of itself is proof of its capacity to please. Crimson in color, of ideal strawberry form, it is most attractive to the eye and never fails to win custom. But as attractive as it is to the eye, its delicious flavor makes it equally attractive to the palate. It is one of the richest berries grown and its fine-grained flesh and mild flavor of unusual delicacy make it universally popular. After our long experience we do not hesitate to pronounce it one of the greatest all-around berries ever propagated.

Grown at Three Rivers and Twin Falls.

just as full of berries as they can be and, indeed, are a beautiful sight to see. Parties passing by have to stop and take notice."

W. E. Tomlinson.

North Dakota

Velva, March 7, 1912. "We have had splendid results from your plants in this locality, and I consider there is nothing better in strawberries than those produced from your stock."

A. W. Ditmer.

Ohio

Eaton, February 19, 1912. "Glen Mary and Parsons' Beauty set together have given me the largest crops and finest berries of any varieties I ever set. The plants I received from you last spring were the finest I ever saw. They were so large I thought you had made a mistake and put 50 plants in each bunch."

Whitfield M. Button.

Cincinnati, Feb 5, 1912. "Have been buying your strawberry plants for several years past. Last year I certainly had strawberries in quantities for our own use, to eat and to can, and to sell to the neighbors. I received 25c a quart for all that I sold."

J. S. White.

Dorset, July 2, 1912. "In the spring of 1911 you sent me an ideal setting—Longfellow, Haverland, and Senator Dunlap. I set them out the 10th of May; never lost one plant out of 500. This year I have picked over 640 quarts of berries and we had the coldest winter in fifteen years."

Mrs. J. W. Spencer.

Oklahoma

Fairfax, April 17, 1912. "We ordered strawberry plants from you several years ago, and they certainly were the finest we ever had."

Mrs. L. A. Wismer.

Pennsylvania

Curwensville, May 13, 1912. "Last spring I planted the 75 Wm. Belt and Glen Mary strawberry plants you sent me. I have at this writing 225 as fine strawberry plants in full bloom as one would wish to see. They are the pride of the town, and I doubt if anything in your field excels them."

Burton Sipes.

Erie, May 8, 1912. "The plants I bought from you in the spring of 1911 did very well last year, but late in the fall I became ill, and as a result the plants were not covered except

by the snow. We gave them up, but this spring after the weather opened up they began to show life, and you ought to see them now! Out of 250 plants I lost only 18! I guess that shows something, for this last winter was the coldest winter we have had in many a year."

Chester A. Pleadwell.

Flicksville, January 19, 1912. "I have bought plants from you for several years and have had good crops of fruit from them every year. I am growing the Bubach, New York and Gandy varieties."

Floyd Ackerman.

Taylor, Sept. 16, 1912. "I want to tell you of the remarkable success I have had with the plants I purchased from you last spring. They are the most vigorous plants that I ever saw, and they are now one foot high and very bushy. Out of the entire number I lost only five plants. I must tell you that these plants started under very disadvantageous circumstances, for they were not planted until three weeks after they arrived, owing to the fact that I was ill. But I followed your instructions very closely and earnestly, and now I have one of the finest first-season growths of plants that it is possible to secure. Please accept my thanks for the selection, which you will remember I left entirely to you."

"A very well satisfied customer."

Alfred Jones.

South Carolina

Spartanburg, May 10, 1912. "My Longfellow plants that I ordered from you last year are fine. I wish to put out another bed when mine are through bearing."

Miss Hattie Holt.

Anderson, March 29, 1912. "I received my plants the 15th and they were in good shape. I wish to thank you for such nice plants."

Frank V. Elgin.

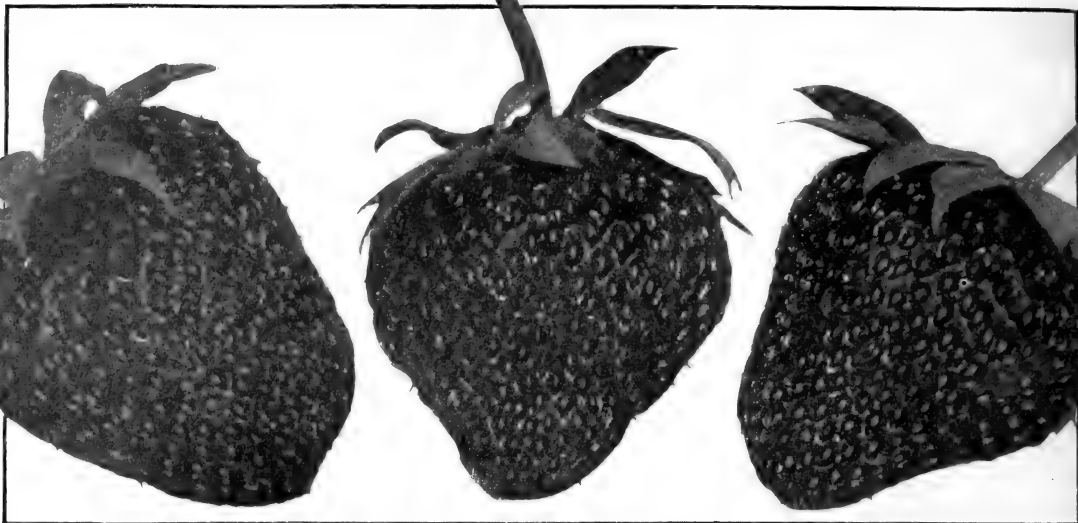
Tennessee

Collierville, August 20, 1912. "I wish to set out a little plot of your plants for home use for six people. Those I have bought of you are fine."

A. M. Cox.

Texas

Gorman, April 20, 1912. "The strawberry plants you shipped us reached us in two days of time, and we set them out the same day. They are fine and already have started to grow. They have now been set out three days and they are



August Luther, B. (Male)

EXTRA EARLY. Bisexual. This variety has won popularity among strawberry growers because, while it is a very early variety, it also has the distinction of producing very sweet fruit. It has won special popularity on the Pacific Coast, one grower in Oregon reporting to the Board of Horticulture of that state that he had produced more than 16,000 quarts of fruit to a single acre of this variety. The August Luther is a bright-colored berry of medium large size, round in form, has a very large calyx, and tapers to an obtuse point. The flesh of the berry is bright in color growing lighter as it approaches the center. August Luther has been under our methods of breeding for fourteen years.

Is grown on all our farms.

Crescent, P. (Female)

MEDIUM EARLY. Pistillate. Perhaps the highest recommendation we can give this variety is the simple statement that this is the twenty-eighth year we have grown this wonderful pistillate variety on our farms. In size the berries are medium and for the most part are of a rather broad wedge-shape, tapering to a dull point. The fruit is crimson in color; the flesh is close grained and solid, making it an ideal shipper. The flavor of the fruit is deliciously tart, and the berry is exceedingly juicy and ranks very high as a canner. It is famous for the large dependable yields of fine fruit and, indeed, is in every respect an ideal berry. You should not fail to try this fine pistillate this season.

Is grown only at Canby and Twin Falls.

Lovett, B. (Male)

EARLY. Bisexual. Lovett is another variety that we have grown for many years, as this is the twenty-first season we have offered this standby to our patrons. Lovett produces a large berry, deep crimson in color which for the most part is conical in shape. There is sufficient variation in form, however, to make it particularly attractive when packed and on the market. The flesh is a dark, rich red and is very juicy. The berry is sufficiently tart to make it an excellent canner. The seeds are bright yellow, standing out from the surface, and aid greatly in producing a fine effect. Lovett ranks high as a shipper because of the fact that its bright color continues for many days after picking.

Grown only at Three Rivers.

the finest plants I ever saw. I thank you very much for the selection and your generous treatment." J. R. McAdams.

Matagorda, April 18, 1912. "The plants I ordered from you were received on the 15th instant and in very good shape." Mrs. E. B. Frayette.

Utah

Richmond, August 15, 1912. "The plants you sent me last spring reached me in splendid condition and they have exceeded my expectations. Shortly after they arrived cold and stormy weather set in and I was compelled to heel them in and keep them in that condition for three weeks. Notwithstanding this experience, they are doing very well. No more scrub plants—Kellogg plants and the Kellogg way are good enough for me." L. Edgar Merrill.

Vermont

Northfield, May 19, 1912. "Plants came yesterday in nice shape. I think they are the finest plants I ever had. It is a pleasure to open up such plants as these. Those Marshalls you sent me will lie on the vines three or four days after ripe and they do not have to compete with anything else—they are in a class by themselves; and the berries grow as big as hen's eggs." M. F. Cram.

Johnson, May 10, 1912. "The plants reached me in good condition. They are strong, well rooted, and the count was very liberal. With the start you have given me it looks as though it were up to me to make good." S. J. Macomber.

West Virginia

Fenwick, July 8, 1912. "I purchased plants from you four years ago and they pleased me so well that I want to get the fall-bearing kind from you, for I feel sure of getting a square deal from your company." E. C. Keller.

Virginia

East Radford, April 21, 1912. "I wish to say that of the 1100 plants I ordered from you in the spring of 1910 I never lost one, and gathered forty bushels of the finest berries I ever saw the following season." Frank Roberts.

Manassas, August 11, 1911. "I have about one and one-half acres of strawberry plants set this spring, some of them

from your farm. Those obtained from your company showed more vitality from the beginning and have outgrown all the others. Hereafter if I can get only half the number of plants I wish for setting, I will certainly buy Kellogg plants."

Wm. C. Taylor.

Wisconsin

Haven, April 15, 1912. "Am sending you herewith an order for plants. Those I received from you in 1910 were better than I ever expected to get anywhere. From 200 plants I picked more than 250 quarts of nice berries the first year and sold them straight for \$1.60 a case of sixteen quarts. Everybody who saw them said they were the nicest berries they ever had, and we were so rushed for orders we scarcely knew what to do. We could have sold 2,000 quarts without the trouble of going to town with a single quart. So I am enlarging my strawberry field, and as long as I buy strawberry plants I will buy from the R. M. Kellogg Co." Mrs. Nick Voss.

Chilton, April 30, 1912. "Received the strawberry plants in fine shape and set them all out. Every plant looks fine. I went according to your book as nearly as I could."

James Dayton.

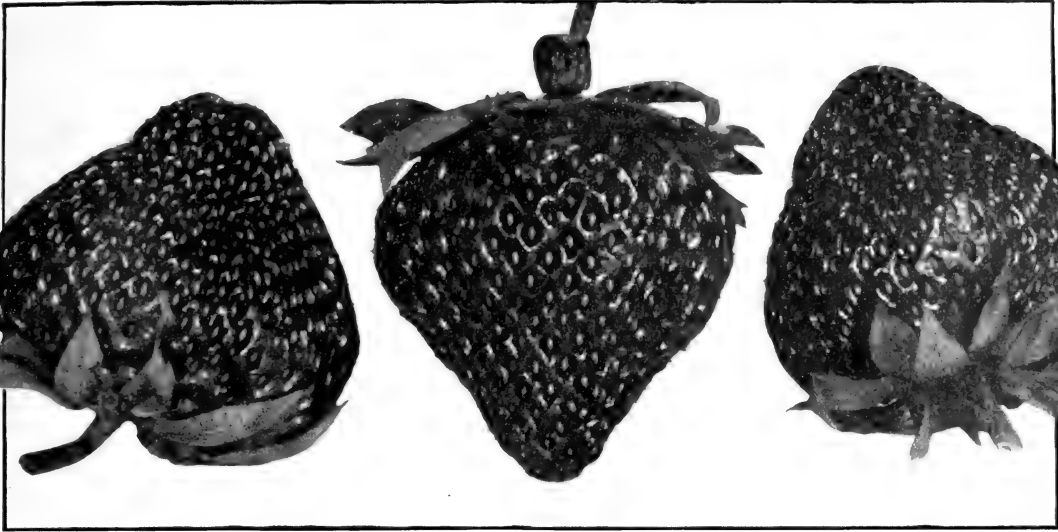
Columbia, Feb. 20, 1912. "Two years ago I made \$22.00 from the second crop of 600 plants. I picked over 400 quarts of berries." Don Fillema.

Milwaukee, May 1, 1912. "I did not cover my strawberry plants last fall, and in January it got very cold—going as low as 14 degrees below zero—and there was no snow to protect the plants. I have just examined my plants and find many of

WIZARD SHEEP MANURE

Dried and Pulverized. One bag equal to a whole wagon load stable manure. No weeds—no waste. Economical and convenient for use in setting plants and top-dressing, and for all fruit, vegetable and grain crops. Ask for booklet and prices.

THE PULVERIZED MANURE COMPANY
No. 48 Union Stock Yards, Chicago

**Magoon, B. (Male)**

MEDIUM TO LATE. Bisexual. This variety has become a universal favorite from British Columbia on the North to the Mexico line on the South in the Pacific Coast region. It is a very heavy yielder of high quality fruit. In color it is rich red with yellow seeds; in shape it is almost uniformly conical. Berries are very large. The flavor of the Magoon is delicious and mild. Its famous for its shipping qualities, and Pacific-Coast growers send them in carloads to as far East as Minneapolis and Omaha; where they command very high prices.

Grown only at Canby and Twin Falls.

Patagonia, B. (Male)

EARLY TO LATE. Bisexual. We have not as yet fruited this variety which comes to us from Luther Burbank, and we have only a limited number of these plants for delivery from each of our three farms. In his description of the Patagonia Mr. Burbank says that the berries are grown on stiff-branching stalks that hold the fruit up from the ground; the fruit is scarlet in color, with flesh of a pale yellow; seeds are so small as to be imperceptible. Full-grown plants measure from twelve to eighteen inches across.

Is grown on all our farms.

Clark's Seedling, B. (Male)

MEDIUM EARLY. Bisexual. Bright red; round; large; flavor rich; yields big crops of berries; runners short and few. Clark's Seedling is sometimes called "Hood River" because of its universal popularity in the fruit section of Oregon which goes under that name. To its other qualities is to be added that of an excellent shipper, proved by the fact that Oregon and Washington growers send them thousands of miles and that they reach destination in first-class condition. The plants of this variety are very large and stocky.

Grown only at Canby and Twin Falls.

them in blossom. This test certainly shows that R. M. Kellogg Co.'s plants are good. I shall always take pleasure in recommending them."

Henry Riedel.

Dominion of Canada

Quebec

Farnham, April 4, 1912. "Two years ago I got some plants of you and they did finely; in fact, I was more than satisfied with them. People who came to see my patch declared they never saw anything like them. I bought some of your plants for a man in Sherbrooke at the same time and they send me the same report concerning their plants. A part of the plants I am ordering herewith are for another man who wishes to try them."

Wm. Grant.

Nova Scotia

West Lawrencetown, June 17, 1912. "I wish to thank you for the plants received this spring. They were packed and crated O. K. and arrived in good condition. They were only four days in transit. We have had the coldest spring known for years and frosts enough to discourage any kind of vegetation, then turning to cold rains. The plants did not mind that, and after all they have endured in the way of hard experiences they are now growing finely."

N. V. Hiltz.

Manitoba

Reston, May 2, 1912. "Enclosed please find order for plants. I have had such good luck with Kellogg plants that I

want more of them. If it had not been for my success with your plants I certainly should try Canadian plants, as the duty makes the cost of your plants high." Mrs. John McArthur.

Saskatchewan

Nutana, April 26, 1912. "The strawberry plants arrived here in excellent condition. I am delighted with them. Not one damaged plant in the entire consignment."

Max Schnitter.

Harris, May 20, 1912. "I received the strawberry plants O. K. I notice they were shipped April 19, but I did not get them until the first part of May. Then owing to the weather being so cold and wet I could not get them in before the 24th. Even under such adverse circumstances I shall have 2,000 fine plants. I am more than pleased with them so far. Parsons' Beauty stood the long siege in fine shape." George Bradley.

[From the digging of the plants at Three Rivers to the time of setting in far away Western Canada was just about four weeks.]

Ontario

New Liskeard, May 8, 1912. "I am sending herewith my third order for plants from you. Those I had before gave me very good berries indeed. I hope I may be as successful with these."

John Sharp.

THESE STRAWBERRIES RAISED FROM KELLOGG'S THOROUGHbred PLANTS	<h2>MILLCREEK RANCH</h2> <h3>THOROUGHbred STRAWBERRIES</h3> <h4>UTAH'S BEST</h4>	GROWN BY MILLCREEK RANCH MURPHY'S LANE MILLCREEK UTAH
-----------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------

WHEN touring through the Inter-Mountain States we visited, among other strawberry growers, George E. Gunn, owner of Milkcreek Ranch, not far from Salt Lake City. We found that he was effectively advertising the merits of his strawberries by the use of a label composed of a strip of yellow paper $1\frac{1}{4}$ inches wide and long enough to encircle the box, where it was held by pasting the ends together. The form shown above came directly across the fruit. The fact that in Utah the R. M. Kellogg Co.'s Thoroughbred Pedigree plants had won such fame as to be of advertising value to the growers who use our plants in their fields is indeed gratifying, and we appreciate it highly. For the benefit of our patrons we reproduce the label.

Price List of Strawberry Plants for 1913

Read Carefully This Page and the Inside Cover Pages
of This Book Before Making Out Your Order.

WHEN making up your order for plants, do not vary from the scale of prices as given. We cannot allow a customer to combine two or more varieties in order to get the rate of the combined number. For example, should you order 500 plants of Glen Mary, the cost would be \$2.50; but should you order only 250 plants of Glen Mary, and 250 plants of Wm. Belt, the price of the 500 plants made up of these two varieties would be \$3.10, as you will note that the price for 250 Glen Mary is \$1.55, and the price of 250 Wm. Belt also is \$1.55. The fact that you order 500 or more plants of a certain variety does not entitle you to any lower price on any other variety than the price given. In short, carry out all prices exactly as they appear in the price list for each variety in accordance with the number of plants ordered of that variety. Orders for 500 or more plants of a given variety are sold at 1000 rates—that is, 600 plants of a \$5.00 per M. variety will cost \$3.00. Do not create unnecessary correspondence by altering in any way the prices given.

When plants are to be sent by mail to points in the United States, from Three Rivers, Mich., or Twin Falls, Ida., remit at the rate of 20c per 100 plants for postage. Where plants are to be sent by mail from Canby, Ore., remit 30c for each 100 plants. *Postage to Canada* from Three Rivers and Twin Falls will be 40c per 100 plants, and from Canby 60c per 100 plants.

No orders accepted for less than one dollar, and no fewer than 25 plants of any variety will be sold.

All plants are sold in multiples of 25—that is to say, we cannot sell 30 or 40 or 70 plants to a customer, because our plants are put up uniformly in bunches of 25 plants each. The number ordered always should be for 25, 50, 75, 100 plants, and so on up to whatever number you desire. Plants will be in bunches of 25 whether you order 100 or 100,000.

No order will be booked until at least one-third of the amount of cash required is in our hands, and the balance is to be remitted before plants are shipped. Be very careful to get the prices right. *And please do not ask for any deviation from these rules.*

Varieties of Plants Priced at \$3.50 per 1,000 will be sold in lesser quantities at the following prices:	Varieties of Plants Priced at \$4.00 per 1,000 will be sold in lesser quantities at the following prices:	Varieties of Plants Priced at \$5.00 per 1,000 will be sold in lesser quantities at the following prices:	Varieties of Plants Priced at \$15.00 per 1,000 will be sold in lesser quantities at the following prices:
Price	Price	Price	Price
25 plants.....\$.25	25 plants.....\$.30	25 plants.....\$.35	25 plants.....\$ 1.00
50 plants......40	50 plants......45	50 plants......50	50 plants..... 1.55
75 plants......55	75 plants......60	75 plants......65	75 plants..... 2.00
100 plants......65	100 plants......70	100 plants......80	100 plants..... 2.50
125 plants......75	125 plants......80	125 plants......95	125 plants..... 2.85
150 plants......85	150 plants......90	150 plants..... 1.05	150 plants..... 3.25
175 plants......95	175 plants..... 1.00	175 plants..... 1.15	175 plants..... 3.60
200 plants..... 1.00	200 plants..... 1.10	200 plants..... 1.30	200 plants..... 4.00
225 plants..... 1.10	225 plants..... 1.20	225 plants..... 1.40	225 plants..... 4.35
250 plants..... 1.20	250 plants..... 1.30	250 plants..... 1.55	250 plants..... 4.75
275 plants..... 1.25	275 plants..... 1.40	275 plants..... 1.65	275 plants..... 5.10
300 plants..... 1.35	300 plants..... 1.50	300 plants..... 1.80	300 plants..... 5.50
325 plants..... 1.45	325 plants..... 1.60	325 plants..... 1.90	325 plants..... 5.80
350 plants..... 1.50	350 plants..... 1.65	350 plants..... 2.00	350 plants..... 6.10
375 plants..... 1.55	375 plants..... 1.75	375 plants..... 2.10	375 plants..... 6.40
400 plants..... 1.60	400 plants..... 1.80	400 plants..... 2.20	400 plants..... 6.70
425 plants..... 1.65	425 plants..... 1.85	425 plants..... 2.25	425 plants..... 6.90
450 plants..... 1.70	450 plants..... 1.90	450 plants..... 2.35	450 plants..... 7.10
475 plants..... 1.73	475 plants..... 1.95	475 plants..... 2.40	475 plants..... 7.30
500 plants..... 1.75	500 plants..... 2.00	500 plants..... 2.50	500 plants..... 7.50
1000 plants..... 3.50	1000 plants..... 4.00	1000 plants..... 5.00	1000 plants..... 15.00

Runner Cutter with handle, \$2.50. Runner Cutter without handle, \$1.85. Kellogg's all-metal Dibble, 35c each; 3 for \$1.00

For special discounts from price list, when 5,000 or more plants are ordered, see page 64.

List of Varieties of Strawberry Plants

Grown by the R. M. Kellogg Company
and Price per 1,000 Plants for each Variety Named

EXTRA EARLY	Per 1,000	MEDIUM	Per 1,000	MEDIUM, Cont.	Per 1,000
Excelsior (B) -----	\$ 3.50	Lady Thompson (B) ----	\$ 4.00	Magoon (B) -----	\$ 5.00
August Luther (B) ----	4.00	Glen Mary (B) -----	5.00	Molena (B) -----	5.00
Early Ozark (B) -----	5.00	Wm. Belt (B) -----	5.00	King Edward (B) ----	5.00
Michel's Early (B) ----	3.50	Splendid (B) -----	3.50	LATE	
Climax (B) -----	4.00	Parsons' Beauty (B) ----	5.00	Fendall (P) -----	5.00
Texas (B) -----	4.00	Klondike (B) -----	4.00	Aroma (B) -----	4.00
Virginia (P) -----	5.00	Nick Ohmer (B) -----	5.00	Pride of Michigan (B) --	5.00
Longfellow (B) -----	5.00	New York (B) -----	5.00	Brandywine (B) -----	5.00
EARLY		Jocunda (B) -----	4.00	Gandy (B) -----	4.00
Highland (P) -----	5.00	Sharpless (B) -----	5.00	Dornan (B) -----	5.00
Heritage (B) -----	5.00	Ohio Boy (B) -----	5.00	Marshall (B) -----	5.00
Lovett (B) -----	4.00	Buster (P) -----	5.00	Sample (P) -----	4.00
Bederwood (B) -----	3.50	Senator Dunlap (B) ----	4.00	Chesapeake (B) -----	5.00
Clyde (B) -----	5.00	Bubach (P) -----	5.00	Stevens' Late Champion (B)	5.00
Tenn. Prolific (B) ----	3.50	Jerome (B) -----	5.00	Cardinal (P) -----	5.00
Wolverton (B) -----	4.00	Haverland (P) -----	4.00	Commonwealth (B) ----	5.00
Crescent (P) -----	3.50	Enormous (P) -----	4.00	Goodell (B) -----	15.00
Warfield (P) -----	3.50	Downing's Bride (P) ----	5.00	Kellogg's Prize (P) ----	15.00
Helen Davis (B) -----	5.00	Arizona (B) -----	5.00	Americus (B) -----	} FALL BEARING For Prices See Below
Staples (B) -----	4.00	Clark's Seedling (B) ----	5.00	Superb (B) -----	
Jessie (B) -----	5.00			Patagonia (B) -----	

Every Variety above listed is Grown at Three Rivers, Excepting
Clark's Seedling, Goodell, Magoon and Molena.

We Have Growing at Twin Falls, Idaho,
Every variety above listed, Excepting

Americus (B)	Michel's Early (B)
Bubach (P)	Molena (B)
Gandy (B)	Ohio Boy (B)
Goodell (B)	Sharpless (B)
Jessie (B)	Staples (B)
Kellogg's Prize (P)	Superb (B)
King Edward (B)	
Lovett (B)	
Lady Thompson (B)	

We Have Growing at Canby, Oregon,
The following varieties Only

Arizona (B)	Klondike (B)
August Luther (B)	Magoon (B)
Brandywine (B)	Marshall (B)
Clark's Seedling (B)	Molena (B)
Clyde (B)	Nick Ohmer (B)
Excelsior (B)	Patagonia (B)
Early Ozark (B)	Senator Dunlap (B)
Glen Mary (B)	Warfield (P)
Goodell (B)	Wm. Belt (B)

Our Three Great Fall-Bearing Varieties

Not more than 100 Plants of each sold to a Customer

Americus (B) -----	25 plants, \$2.00	50 plants, \$3.25	75 plants, \$4.25	100 plants, \$5.00
Superb (B) -----	25 " 2.00	50 " 3.25	75 " 4.25	100 " 5.00
Patagonia (B) -----	25 " 1.00	50 " 1.65	75 " 2.15	100 " 2.50

For special discounts from price list, when 5,000 or more plants are ordered, see page 64

Discounts on Large Orders

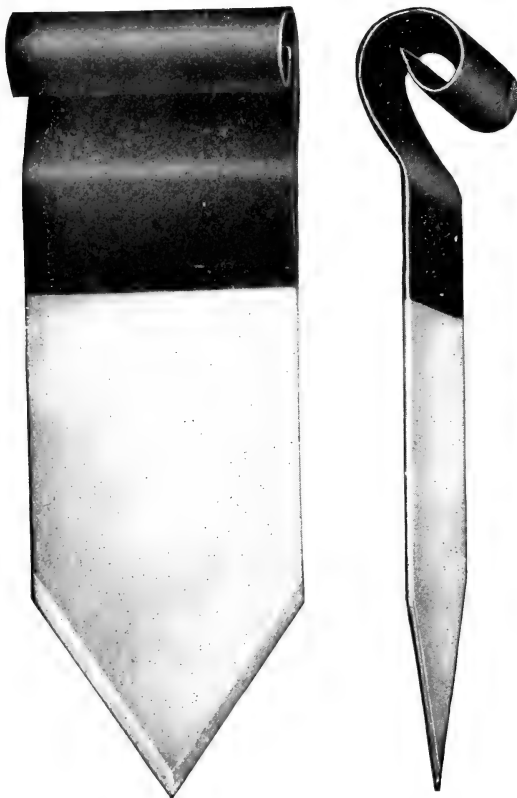
FOR the first time in the history of our company we are this year offering discounts to those customers who purchase plants in large numbers. As our customers know, we heretofore have made the price per 1,000 plants uniform without regard to the number of thousands ordered. But so many extensive growers have adopted the plan of purchasing their entire number of plants from us each year, doing away entirely with their own propagating beds, that we feel it only fair to them that their very large business should be recognized in some substantial way.

And as it is our rule to treat all customers alike, we have adopted a generous line of discounts, of which all may take advantage.

Another element in the situation is the great expansion of the area we devote to the production of strawberry plants. With our three great farms we find ourselves in position to supply the yearly increase of millions of plants demanded by our customers, and we also find that the economy of handling large numbers of plants enables us to offer the following series of discounts:

On orders amounting to	5,000 plants and up to 10,000	5% discount.
On orders amounting from	10,000 plants and up to 20,000	10% discount.
On orders amounting from	20,000 plants and up to 100,000	15% discount.
On orders amounting to	100,000 plants and over	20% discount.

These discounts do not apply to club orders.



Kellogg All-Metal One-Piece Dibble

THIS is our new one-piece Dibble—no rivets to come loose or handle to break off. It is made from the very best grade of steel, with polished blade and Japanned handle, which is simply a curve in the same piece from which the blade is made. It does not tire the hand and is in every way superior to any other Dibble ever put on the market. The price of this Dibble is 35 cents for one or \$1.00 for three Dibbles. For setting strawberry plants and all kinds of vegetables it has no equal, and no one should attempt to make a garden without it.

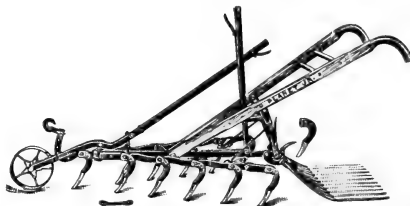


Our New Runner Cutter with Handle

THE ease and simplicity with which runners may be cut with our new device is well illustrated above. The operator easily guides the cutter so as to remove the runners as desired, as the cutter may be run close to the plants as one may wish.

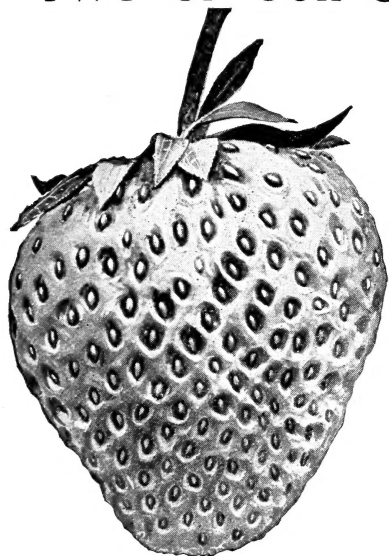
Runner-cutter with handle, - - - - - \$2.50

Runner-cutter without handle (no handle may be attached to this form of cutter, as the bolt holes are arranged for attachment to cultivator only) - - - \$1.85



Planet Jr. 12-tooth Cultivator. Price complete as shown in cut, \$9.00. Weight when packed, 74 lbs.

TWO OF OUR GREAT LATE VARIETIES



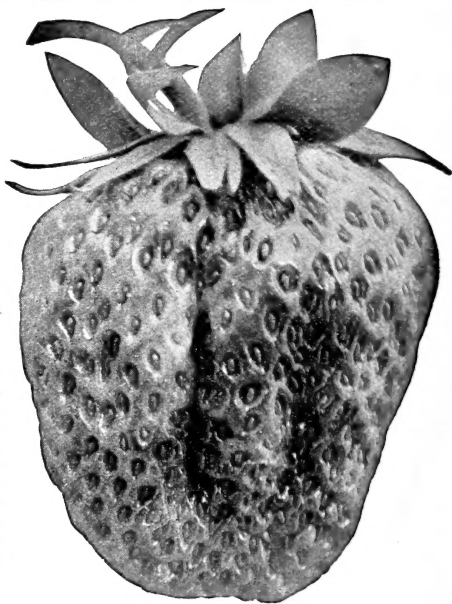
Chesapeake, B. (Male).

LATE. Bisexual. Chesapeake has won an enviable place among the late varieties of strawberries. In quantity of yield, in quality of fruit and in its extraordinary power to resist frost, Chesapeake easily stands among the first of its class. Chesapeake was originated on the Eastern seaboard, where immediately after its introduction it made a fine reputation along the lines above indicated. When we brought it to our customers in the Middle and Western states it showed the same extraordinary qualities, as if native to the regions named. Then we sent it out to our Idaho branch farm and after two season's experience the growers of the Inter-Mountain states unite in declaring it to be one of the leaders destined to hold a permanent place among the growers of that rapidly developing section of our country. In form the fruit is very like the Gandy, which has a most perfect strawberry form, but grows a somewhat larger berry than Gandy, and that is, indeed, high praise. The berries color all over at once. In flavor it reminds one of the Wm. Belt. We could not say more on that point. Plants of Chesapeake are large and vigorous and are as near rust-proof as any variety we ever have grown; in fact, this variety has as yet exhibited no weaknesses whatever. The foliage is thick and leathery, with upright leaf-stems, the leaves being almost round. The stems are very large and hold the fruit well up from the ground. No matter in what section of the country you live, you safely may count upon success with Chesapeake. It is a fine mate for our great new pistillate, Kellogg's Prize.

TWO OF OUR GREAT LATE VARIETIES

Pride of Michigan, B. (Male).

LATE. Bisexual. From its very first appearance in the fields of the strawberry growers of this country, Pride of Michigan has taken a leading place among the late bisexual varieties. In form, in color, in size, in production, in flavor—indeed, in all the elements that go to make up a really great strawberry, Pride of Michigan stands unsurpassed. This variety was originated on the Kellogg farm, and in 1902, just eleven years ago, we began selecting plants and fruiting from this variety. However, we did not introduce it to our patrons until the season of 1905. Its extraordinary popularity today is a cause of great satisfaction to us, but it is entirely deserved. Our customers who have tested it thoroughly are now setting large acreage to this variety, and those who have no acquaintance with Pride of Michigan should delay no longer in setting out a generous area to it. Pride of Michigan grows in every section of this continent with success, and our customers everywhere owe it to themselves to give it a trial. As a yielder of fancy fruit Pride of Michigan stands in a class by itself. The berries lie in windrows, and we have gathered in our testing plot several quarts of great, luscious berries without moving from place. It is a fine shipper, an excellent canner and never sells in competition with other berries, as the market is ready always to pay an extra price for berries of this variety. The meat is very firm and exceedingly rich, solid in texture, very smooth and in flavor it is unexcelled. The foliage of Pride of Michigan is very large and so is the bloom, which has the added advantage of being exceedingly rich in pollen. More than that, it has a long blooming season and is in consequence one of the most valuable varieties for mating purposes.



Read Carefully Every Word Upon the Inside Cover Pages

Of this book before making up your order, so that you may know our rules and terms, and thus avoid possible misunderstandings.

Our Terms

CASH must accompany each order or it will not be booked. If not convenient to remit the entire amount at the time order is sent in, remit not less than one-third of the entire sum required to cover order, and your order will be filed and plants will be reserved for you; the balance due to be paid, however, before plants are shipped. We send no plants to anybody, no matter what his financial standing, until the cash is in hand. We send no plants C. O. D. to anybody under any circumstances. Do not ask it.

How to Remit

ALL remittances should be made by postoffice or express money order, or by bank draft or registered letter. *No other way by mail is safe, and we shall not be responsible for any currency or coin sent in a letter.* When private checks are sent, add 10 cents to cover cost of collection. This for the reason that the clearing-house associations all the country over have adopted a minimum rate of 10 cents for exchange on all personal checks, and the great volume of business done by us makes it necessary to insist upon this point.

We Employ No Agents

SCORES of complaints come to us every year to this effect: "The plants I bought of your agents are worthless." Tree peddlers secure copies of this book and represent themselves as our agents, and then deliver common stock, to the loss and disgust of purchasers. You can get the genuine Thoroughbred plants only by sending direct to us. Should anyone represent himself as our agent, offering to sell our plants, compel him to show his credentials. This will reveal his true character as he will be unable to show authority to sell our plants.

Order Early

ALL orders are booked in the rotation in which they are received. The earlier they come in the more certain will be the patron of securing the plants of his choice. Orders for early shipment are best, too, for the reason that the plants when dormant are in better form to transport and transplant. No order will be filled for less than \$1.00, as the cost of handling is too great when the amount is less.

Orders sent in after March 15 must be accompanied by full payment to insure proper position in the files. Plants will be shipped at the proper time, as nearly as we can judge, for setting out in your locality, unless you give us specific date for shipment. Orders received after April 15 will be shipped according to date of their receipt regardless of special shipping dates, provided they have been remitted for in full.

How to Make Up a Club Order

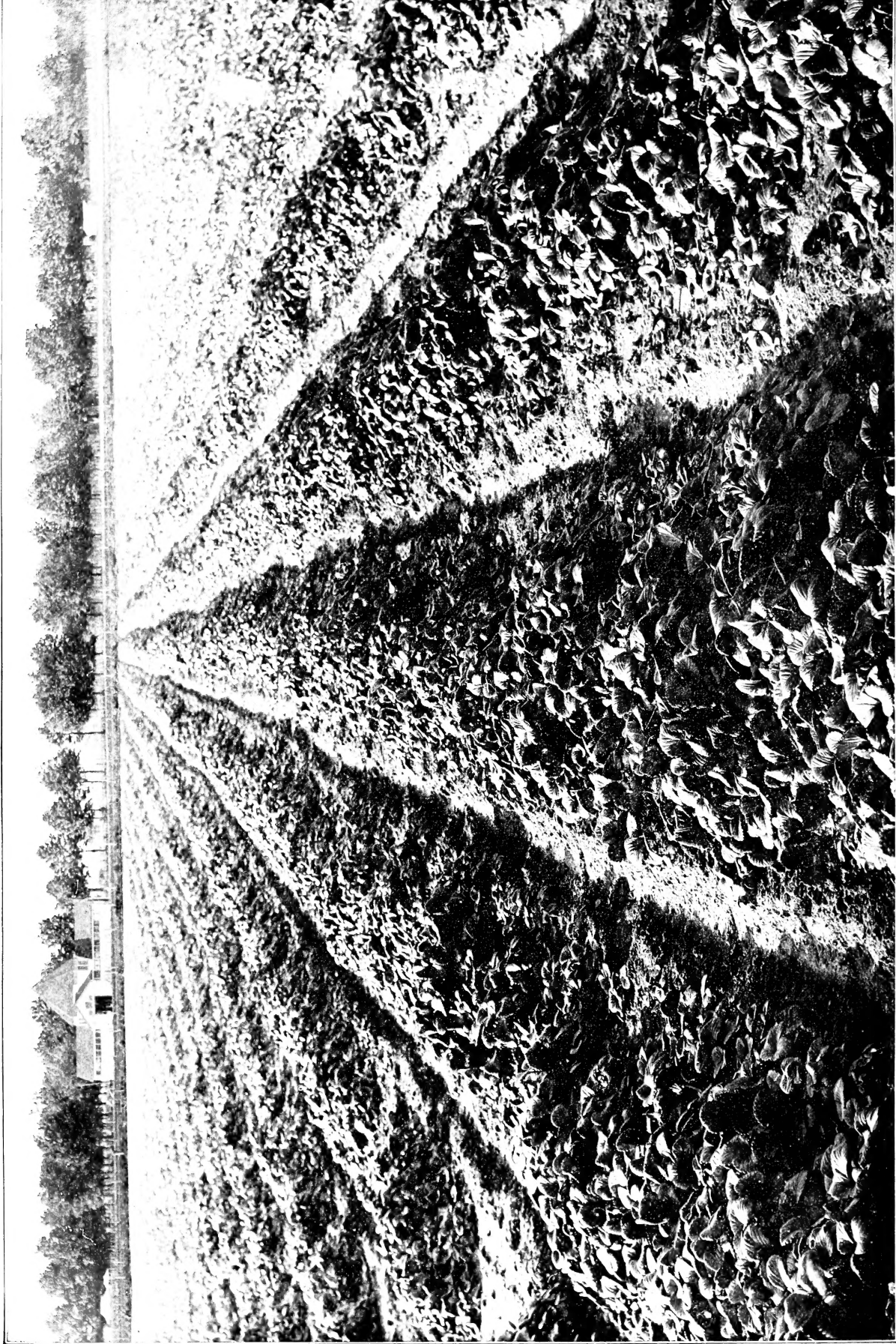
YOU may join with your neighbors in getting up a club and get the benefit of thousand rates on all varieties of which 500 or more plants are ordered. The club order must be shipped to one address. As each bundle bears the name of the variety ordered, the division easily is made, therefore please do not ask us to pack orders separately for individual members of the club. Catalogs will be sent to any of your neighbors, on request, to aid in making up the club.

Transportation of Plants

EXPERIENCE has taught us that the best and safest way to ship plants is by express wherever the customer is so situated as to have them come forward by express. Remember that express packages travel in an open car, whereas mail packages are carried in air-tight mail sacks together with heavy and bulky packages. An additional incentive to the use of express is the lowered express rates which have gone into effect this season. As a rule, it will be found cheaper to have the plants come by express, even though it be a very small package, than by mail. As this is written we are advised that the new Parcels-Post law has been passed and will be in effect during the 1913 shipping season. But as the details of this law had not been worked out as this page goes to press, we are unable to give you here definite information. We shall hope, however, before the last pages of the book go to press to be able to give our customers such information regarding the new Parcels-Post law as will enable those customers who do not have the advantage of express delivery to intelligently understand the operation of the Parcels-Post law. We always advise our customers against having plants shipped by freight.

Estimated Weight of Plants

IT is impossible to give the exact weight of plants, because plants of some varieties are much larger than others and plants steadily increase in weight as the season advances. But our experience has been that it is safe to calculate on from 25 to 30 pounds per each thousand plants as grown at Three Rivers, Michigan, and Twin Falls, Idaho, when the plants are packed for shipment. As the growing season at Canby is much longer than it is at our other farms, plants from Canby will weigh from 30 to 45 pounds when packed for shipment.



PHOTOGRAPHIC VIEW OF A SECTION OF THE STRAWBERRY PLANT FIELDS OF R. M. KELLOGG CO. AT THREE RIVERS. NOTE SIZE, VICOR AND FREEDOM FROM BLEMISH OF THE PLANT